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Lauderdale, Contests, Dues

I'm just back from the Annapolis show and glad to report that it was such a positive event that it bolstered my spirits. Nearly 30 new sailboats were introduced and the buzz at the show was so good that it seems like the boating industry is starting to make a turn. Let's hope we get that kind of feedback at Lauderdale as well.

Speaking of FLIBS, we have a lot going on so please be sure to join us at the general membership meeting on Friday October 29, 8 -10 a.m. at the Bahia Mar Hotel in the Harbor Lights Room.

I'm happy to report that all 17 categories for the BWI Annual Writing Contest were fully funded by sponsors and I'd like to welcome the newest two – Thetford Marine and Couplement Trailer Parts. We had help from two members in securing these sponsors, Wanda Kenton Smith of Kenton Smith Marketing and Kelly Flory of Martin Flory Group - please thank them for bringing their clients into to BWI tent. Look for the contest brochure on line at www.bwi.org later this month and a hard copy in your mailbox shortly thereafter. Remember that entries are due (not postmarked) at BWI HQ by December 15.

Also, your Board voted



recently to fund the cash portion of our Grand Prize Writer's Award of \$2,500 from the BWI Treasury. For the past decade we were lucky to find sponsors for it, and provide a cash prize of \$5,000, but were unable to do so this year. Add in costs for judges, trophy and administration and the true cost this year is closer to \$4,000, about 20% of our yearly dues income.

Finally, after a decade of keeping the inflationary wolf from the door, BWI Directors have found it necessary to increase dues effective January 1, 2011. Paying before the deadline gives members a chance to stay aboard next year at current dues rates, and to participate in the Annual Writing Contest without added costs.

We feel we are delivering more benefits and value to members – which have increased expenses. We have a fresh look with a new logo and revamped newsletter, a solid code of ethics compa-

rable to larger writers' organizations, a new website, educational programs, the newly-added webinars, programs with engaging speakers, general meetings where breakfast is gratis and the ever-popular writing contest.

As expenses have risen, the ability to raise sponsorship funds to offset them has become particularly challenging. Attrition in our active writer ranks, as well as associate and supporting members, has been driven by general economic woes and specific impacts on boating. The increased annual dues structure is:

- Active dues will increase from \$35 to \$50
- Associate dues from \$40 to \$60
- Supporting dues from \$150 to \$175

Active and Associate members will receive invoices along with the Writing Contest brochure.

That's it for my updates but read on and you'll learn about the NMEA Tech award and IBEX/MAATS NMMA Innovation Awards as well as our topic for the Lauderdale speakers. See you there.

Zuzana Prochazka
BWI President

Health Care Topic for BWI Meeting

BWI's general membership meeting during the Ft. Lauderdale Boat Show will focus on an issue of growing concern to journalists – health care reform. Plus, the Grand Prize Writer's Award for "the best in boating journalism" and a \$2,500 prize will be presented. The program takes place Friday, October 29 from 8 to 10 a.m. at the Bahia Mar Hotel in the Harbor Lights Room.

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. The pres-

entation, "Confused About Health Care Reform: We've Got Answers" will feature speakers Joseph A. Epstein, a Director at RSM McGladrey, a benefits management firm, and David Bruns, Communications Manager for AARP Florida.

Show Management, Inc., producers of The Fort Lauderdale International Boat Show, is co-sponsoring the Breakfast and Newsmaker event which is free and open to the marine community.



Calendar & Events

SeaKeepers Cruises

SeaKeepers' Sunset Cruise takes place Aboard M/Y *Big Fish*, a luxury expedition vessel and newest member of SeaKeepers' monitoring fleet, Friday, October 29. SeaKeepers 12th Annual Founders Dinner will be held aboard the new 281-foot M/Y *Cake-walk* Wednesday, October 27. Sponsorships are being sought for both events. Contact sponsors@seakeepers.org for more information.

Boater/Biker Road Trip to Keys

A group of active marine professionals attending the Marine Dealer Conference in Orlando is looking to mix business with pleasure immediately following the convention. The "Boaters & Bikers Road Trip to the Keys" is slated for November 19 – 21,

2010 and open to any member of the marine industry community (and friends). For complete agenda, hotel information, local Orlando motorcycle rental information and program details, contact Duffy Stenger at 407/257-4918, dstenger@regalboats.com.

Intracoastal Confab November 18 - 19

The Atlantic Intracoastal Waterway Association (AIWA) will highlight the unique alliance that was created over a decade ago between recreational boaters and commercial navigation interests at its annual meeting, November 18 - 19 in Portsmouth, VA. The meeting, held at the Renaissance Hotel and Conference Center, will also showcase how waterway users continue to collaborate to keep

the waterway open while reinforcing its importance to the economy of the southeastern U.S. and the nation. BoatUS is a charter member of the AIWA. For information, plus on-line conference registration, go to www.AtIntracoastal.org.

IGFA Hall Inductions

Newest members of the IGFA Fishing Hall of Fame will be inducted at the Hall & Museum in Dania Beach, FL October 26. New members include Yoshiro Hattori, Capt. Steve Huff, George G. Matthews, John Wilson and Forrest Wood. Festivities include a reception, silent auction, the induction ceremony and dinner. Tickets are \$200. For reservation information contact Lesley Arico at 954/924-4222 or LArico@igfa.org.



Fort Lauderdale Show Media Info

Media Center Details

Those who have registered in advance for media credentials can retrieve them starting Wednesday, October 27th at the Fort Lauderdale International Boat Show press room at the Bahia Mar Resort, 801 Seabreeze Blvd. The press room is on the third floor in the Mariner room.

Hours for the Boat Show press room are as follows:

- Wednesday, October 27: 9 a.m. to 5 p.m.
- Thursday, October 28: 7:30 a.m. to 8 p.m.
- Friday, October 29: 9 am to 8 p.m.
- Saturday, October 31: 9 am to 8 p.m.
- Monday, November 1: 9 a.m. to 6 p.m.

Managing the media center will be folks from Pierson Grant Public Relations. Look for Danny Grant (954/776-1999, ext. 235, dgrant@piersongrant.com), or Marielle Sologuren (954/776-1999, ext. 226, msologuren@piersongrant.com) and colleagues there.

Marine Marketers Eye Future of Boat Shows

Marine Marketers of America presents "Boat Shows 3.0: Beyond the Booths and Berths," at the Bahia Mar Hotel, beginning at noon, Thursday 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 Show. Visit www.marine-marketers-of-america.org.

Mercury Marine & MerCruiser Diesel

Media is invited to attend a social and product media event Wednesday, October 27, 6:00 - 9:00 p.m., IGFA Hall of Fame, 300 Gulf Stream Way, Dania Beach. RSVP to Andy Kelly at george.kelly@cummins.com.

Boston Whaler

This boatbuilder will be showing its newest models, providing refreshments, gifts and Prizes for those who can answer a multiple guess question. Thursday, October 28, 6:00 - 7:00 p.m. Boston Whaler Exhibit Slips C300-308 at Bahia Mar. RSVP to tdavis@whaler.com.

Superyacht Society Annual Meeting

International Superyacht Society's Annual Membership Meeting is Wednesday, October 27 from 8:00-10:00 a.m. in the Grande View Room at the Bahia Mar. A feature of the meeting will be presentation of *Antarctica: The Next Cruising Destination with a Side Trip to Patagonia*. The Annual Meeting is open to ISS membership, the industry and media.

Contact Vanessa Stuart, 954/525.6625, vanessa@superyachtsociety.org.

YachtInfo Seminars, Briefing, Reception

The YachtInfo Steering Committee - comprised of ISS, MIASF and USSA - has scheduled the YachtInfo Seminar Curriculum for October 29, from 9:00 a.m. to 4:00 p.m.; Luncheon at noon; Captains' Briefing from 4:30 - 6:00 p.m. and Reception from 6:00 - 7:00



Photo: Forest Johnson

p.m. All activities are being held at the Bahia Mar. The event is dedicated to the advancement of entry level crew to yachting professionals. Contact Amy Halsted at seagourmet@toad.net.

KVH Demos Satellite Communications

KVH will stage a demonstration of its satellite TV and communications products and partners Thursday October 28 from 5:00 to 6:30 p.m. in the Electronics Pavilion, booths 329-330, 335-336, 370-371. RSVP to www.kvh.com/FLIBSparty2010.

BWI Panel Picks NMEA Tech Award

Standard Horizon's Matrix AIS GX2100, a fixed-mount VHF radio with built-in Automatic Identification System receivers and display, took top honors as winner of the National Marine Electronics Association (NMEA) Technology Award for 2010. Three veteran marine journalists and editors from BWI selected the winner and two honorable mentions from 10 entries based on innovation, benefit to boaters, practicality and value.

The Technology Award was presented at the NMEA Convention & Expo held in early October at the Seattle Sheraton Hotel. The four-day event was attended by representatives of marine electronics manufacturers, dealers, distributors, media and others from the U.S. and abroad. Introduced in 2009, the Technology Award recognizes recently introduced products that advance marine electronics technology.

"It was an incredibly difficult choice," said judge Ben Ellison, in presenting the award to Standard Horizon's

Scott Iverson.

He described the winning product as a "remarkable achievement to integrate four

separate receivers into one compact device that works well. It offers a significant benefit in terms of safety-AIS monitoring for smaller boats and it's a tremendous value. The Matrix AIS is less expensive than the separate VHF Class D transceiver and a



Ben Ellison (right) presents award to Scott Iverson

dual-channel AIS receiver it replaces, and has features generally not available with separates."

Ellison is owner and editor of the marine electronics blog Panbo and senior electronics editor of the Bonnier Marine Group. He serves as coordinator of judges and judging for this award for BWI. The other judges were Dean Travis Clarke, executive editor of World Publications' *Sport Fishing*, *Marlin* and *Fly Fishing in Saltwaters* magazines, host of Sport Fishing Television and author of FISH: 77 Great Fish of North America, and Tim Queeney, editor of *Ocean Navigator* and *Ocean Voyager* magazines and celestial navigation instructor.

In addition to the winning product, judges awarded two honorable mentions to:

•FLIR Systems' First Mate handheld thermal imager, and

•Simrad's NSE multifunction display with version 2.0 software.

Other NMEA Technology Award entries in the competitive field included:

- Garmin GPSMAP 7215 chartplotter with G Motion technology
- Raymarine E-Series Wide-screen multifunction display with HybridTouch
- Electronic Navigation WASSP Navigator Software,
- Furuno/MaxSea Time Zero Explorer navigation software
- KVH TracVision HD7 satellite TV antenna
- Cobham Satcom SeaTel USAT 30 marine stabilized antenna
- Vesper Marine AIS Watch-Mate RX

For additional information about NMEA, its conference and awards, go to www.nmea.org/content/press_center/press_releases.asp.



2010 TECHNOLOGY AWARD

Innovative Products at IBEX 2010

Twelve companies received Innovation Awards and another an Environmental Award from the National Marine Manufacturers Association (NMMA) and BWI at the 2010 International Boat-Builders' Exhibition & Conference (IBEX) in Louisville. The Awards, organized by NMMA and judged by BWI, were chosen from a total of 67 new products, 44% more entries than in 2009.

"Judges found a solid mix of affordable maintenance products for boaters and game-changing technology in two propulsion applications," stated Alan Wendt, BWI's IBEX Awards committee chair and editor of *Marine CEO*. Additional BWI members serving on the judging panel included: Zuzana Prochazka, 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*; and Chris Caswell, author and senior editor, *Yachting*.

IBEX Innovation Awards were presented to the following companies in these categories:

Boatbuilding Methods and Materials

Structural Composites, Prisma SPT Strip Plank Technology

Deck Equipment and Hardware

Sawgrass Distributors, combination rod and drink holder

Furnishings and Interior Parts

Corium Urethane Technology, molded PU-Skin and foam technology

Mechanical Systems (tie)

Dometic Marine, In-Duct Breathe Easy Air Purifier
Whale Water Systems, Gully IC

Electrical Systems

Professional Mariner, Pro Nautic P battery charger
Honorable mention: Blue Sea Systems Safety Hub

Outboard Engines

Yamaha VF250

Boatyard Hardware

Kasco Marine, Robust-Aire Marine Diffuser
Honorable mention: Pier Vantage boatyard maintenance software package

Propulsion Parts & Propellers

Power Tech Propellers, Safety Torque Hub and Drive Line Protector system

OEM Electronics

Garmin, GPS Map 7215

Trailers, Parts and Trailer Accessories

Quality Mark, Lever Jack
Honorable mention: Safety Sentry, dual purpose hitch with theft deterrent

Safety Equipment

PlasDeck, synthetic teak decking

Environmental Award

Energy Tech Marine Group, Power Core Hybrid-Ion Energy Propulsion System

For more information go to www.nmma.org/press/pressreleaselibrary/pressrelease.aspx?id=17870.

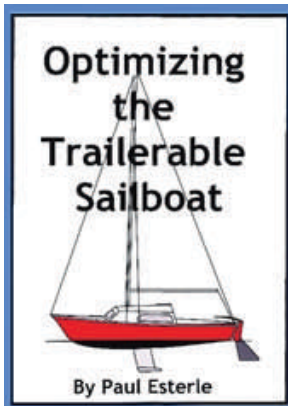


Innovation Award recipients with BWI IBEX Judges' Chair Alan Wendt (far right).

Active & Associate Member News

New Book Aimed at Trailer Sailors

"Optimizing the Trailerable Sailboat" is an invaluable resource for those small boat sailors looking to get the most out of their boats, says author Paul Esterle. It shows boat owners how to customize their boat to fit their needs. By doing the work themselves, following the suggestions and projects in this book, boaters can save themselves a bundle, he adds. Hundreds of photos and drawings make



each project or topic clear and easy to visualize. This book is based on the author's years of experience with his 20-foot Matilda sloop, Ternabout. Esterle is the technical editor of *Small Craft Advisor* magazine, the former managing editor of *Nor'easter* magazine and the author of "Maintain and Improve Your Powerboat". He can be reached at pesterle@comcast.net.

Snider Inducted To MI Hall Of Fame

Van Snider, president of the Michigan Boating Industries Association and BWI member, was recognized for leadership, longevity, professionalism and inspiration during induction into the Michigan Society of Association Executives Hall of Fame. "I have thoroughly enjoyed my career in association management and the opportunity to

serve the Michigan boating industry and MBIA," he said. Snider, in addition to a B.B.A. and M.B.A., received his designation as a Certified Association Executive (CAE) from the American Society of Association Executives in 1989, which he has continued to maintain during his tenure at MBIA.

Hugger Working on Marine Expo 2011

Norfolk, Virginia will be home to Commercial Marine Expo (CME) 2011, a B2B trade show, June 22-23. "CME will rotate biennially between Norfolk and New Bedford, Massachusetts," reports BWI member Ted Hugger, show director. The two-day event will feature the equipment, gear and technology vital to tug and barge operations, military,



shipbuilding, repair, fire, police and harbor security, ferry, freight, pilot, port operations, and commercial fishing. "CME is unique," Hugger explains. "It is the only in-water commercial marine show in North America." For information contact Hugger at thugger@highliner events.com.

Birnbaum Works Site For Disabled Anglers

Armchair Anglers, a non-profit organization whose mission is to provide world-class fishing trips for the physically challenged on a



accessible, stable catamaran boat, is being marketed by BWI member Nancy Birnbaum. She recently reported the launch of its website, www.armchairanglers.org. To donate, go to the site and click on the "Join Us" tab. Those interested in receiving the Armchair Anglers Newsletter can also sign up there.

Artist Joins Angels of Sea Effort

Artist Guy Harvey has joined the Angels of the Seas (AOS) Conservation Initiative to stimulate the launch and growth of marine conservation projects. Harvey will provide art prints for awards and be present for photo opportunities with the winners. A partner with the non-profit Save Our Seas Foundation (www.saveourseas.com), AOS offers a recognition program to provide incentives for grass-roots organizations, individuals, conservation groups, tournaments and corporations to host conservation programs. Founder, Betty Bauman created the campaign to increase the numbers of conservation projects. Visit www.AngelsoftheSeas.com.

Supporting Member News

Furuno Honored By NMEA, USCG

Furuno was honored with five awards at the recent NMEA Convention in Seattle. A total of ten awards were presented, including the Manufacturer of the Year - Support award, which Furuno received for the fifth straight year. The firm was also recognized for Best Radar, Best Fish Finder and Best Navigation.

In a separate announcement, Furuno reported it has been awarded a multi-year, multi-million dollar U.S. Coast Guard contract for the replacement of up to 200 aging Radars on the USCG Cutter Fleet. Contact Jeff Kauzlaric, JeffK@Furuno.com.

Get Kids Outdoors Goal of RBFF Effort

The Recreational Boating & Fishing Foundation and Discovery Education have expanded their *Explore the Blue* initiative, launching new,

interactive materials for teachers, parents and kids on [Explore-](http://ExploreTheBlue.com)

[retheBlue.com](http://ExploreTheBlue.com). It was created to engage students in a dialogue about the importance of outdoor recreational activities, such as fishing and boating, and the value of clean and healthy natural resources. The program was developed with guidance from RBFF's Education Task Force, the U.S.

Fish & Wildlife Service and the Association of Fish and Wildlife Agencies' K - 12 Conservation Education Scope and Sequence, which outlines content standards and performance expectations for what students should know and be able to do with fish and wildlife.

Teachers, parents and kids can use the resources available on the website to aid in creating or further enhancing their agency's or organization's own programs that introduce youth to the outdoors.

C-Map 4D Site Unveiled By Jeppesen

Jeppesen has unveiled a new website dedicated to the company's C-Map 4D cartography to coincide with its availability on the latest Geonav Multi-Function Display units. The site - www.jeppesen.com/c-map4D - is designed for easy consumer "navigation" through 3D chart views, satellite images with 2D and 3D overlay, and more. A global coverage map allows researching the specific electronic chart segment and coverage for varying boating styles and geographic location. Contact Mike Pound, michael.pound@jeppesen.com.

Hagerty Insurance Expands Into Canada

Hagerty Classic Marine, the provider of collector boat insurance, has expanded its operations into Canada. The move provides collector



boat owners in Canada with similar insurance products and services as those being offered in the U.S. "In speaking with Canadian collectors at shows and club events over the years we realized a true need for our marine products and services," said McKeel Hagerty, CEO. Visit www.hagerty.ca/marine.

Nominate an Environmental Leader

With a call for entries through December 15 for the 2010 BoatUS Foundation Environmental Leadership Award, nominations are being taken for helping others become more environmentally responsible. The Award honors people, organizations or businesses who have helped show boaters how to take better care of their local lake, river or bay, and the recipient will take home \$1,000 to help continue their efforts. The Foundation works with waterway users, marinas and local organizations to spread environmental messages to boaters. Applications and information about the award are available at www.BoatUS.com/Foundation.



Builders Say Spill Had Wide Effect

A recent online survey of member boat, engine and accessory manufacturers by NMMA suggests the oil spill in the Gulf of Mexico will have a widespread impact on the recreational marine industry. "Results from this member survey offer a timely and realistic picture of how the oil spill has had, and likely will continue to have, a negative impact on recreational marine manufacturers," says Thom Dammrich, NMMA president. "The effects of this spill, both real and anticipated, are being felt by more than half of the manufacturing businesses in our industry."

NMMA surveyed 178 member chief executives in late June through July and reported these findings:

- Three out of five recreational marine manufacturers have been affected by the oil spill.
- Nearly four out of five sur-



veyed companies anticipate some effect from the spill on their business throughout the remainder of the year.

- Seventy-six percent of surveyed companies had forecasted sales growth in 2010 prior to the spill.
- Seventy percent of surveyed companies have downwardly revised their 2010 sales projection as a direct result of the spill.
- Sixty-four percent of surveyed companies downwardly revised their projec-

tions by 5 - 20 percent.

• Sixty-eight percent of surveyed companies were told that a cancellation was directly due to the spill.

Dammrich notes, "An estimated 11 percent of total U.S. new marine products are sold within the

areas of the Gulf Coast affected by the oil spill. Findings from our survey point to a widespread effect on marine manufacturers both in and beyond the Gulf Coast. While not an insurmountable setback as our industry awaits recovery from the economic recession, the oil spill's long-term impact on marine businesses in the Gulf and nationally is yet to be determined."

Contact Kelly Kaylor, kkaylor@nmma.org.

BWI OFFICERS

President

Zuzana Prochazka ('10)

totemgroup@msn.com

1st Vice President

Lisa Hoogerwerf Knapp ('10)

lisaknappwrites@aol.com

2nd Vice President

Glen Justice ('10)

glenjustice@madmariner.com

BWI DIRECTORS

Michael Sciulla ('12)

msciulla@gmail.com

Alan Wendt ('10)

awendt@wendtproductions.com

Alan Jones ('10)

boatscribe@comcast.net

Lindsey Johnson ('11)

me@iamlindseyjohnson.com

Marilyn Mower ('11)

southernocean1@mac.com

Kim Kavin

BWI Past President

kim@kimkavin.com

Greg Proteau

Executive Director

info@bwi.org

Welcome New Members

Membership details, benefits and applications can be found at www.bwi.org under the "Join" tab, or send an email to info@bwi.org.

- Gaspare Marturano
Editor/Blogger
Washington, DC

- Pat Rains
Writer/Publisher
San Diego, CA

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.

