



# Journal

Founded in 1970

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## Contest Grows, Reflects Us

It's only a week after the annual writing contest deadline and I thought everyone might be interested in the preliminary numbers. Greg Proteau is pulling his hair out as he counts, sorts and repacks the 349 entries we have received this year, but he had time to provide some statistics that might help us gauge the 2010 boating market.

The total number of entrants is up slightly from 134 in 2009 to 145 this year, but the number of entries themselves is flat with 349 in 2010 versus 352 in 2009. The big difference this year is that 27 people sent in a single entry, much higher than the three we received last year. What's really interesting is that a growing number of publications paid for their writers' entries and that 45 people submitted far more than the freebie two – some up to ten. Perhaps this is a sign of the importance and visibility that the BWI contest has gained as more publishers are willing to pay the fees.

The Megayacht category was once again in trouble. Although the board voted to lower the minimum number of entries per category from twelve to ten, Megayachts only garnered 6 so it will not be judged this year. If anyone is due a refund, we'll be get-

ting that to you. We'll work with the sponsor, Awlgrip, to get them involved in another way in the numerous BWI initiatives we have going. On the plus side, Online grew nicely, as did Seamanship and Profiles, while the balance of other categories held their own.

Thanks in advance to those who are volunteering as Contest judges. If you haven't responded to Lindsey Johnson's call for help with judging, now's the time. Please contact her at [ljohnson@lakelandboating.com](mailto:ljohnson@lakelandboating.com).

The second set of stats has to do with BWI logo'd clothing. Seventy of you responded to our online survey and the numbers were clear. People welcome the idea of BWI wear, primarily polo shirts up to \$35, and we'd like to have them to order online as soon as possible. Our dilemma here is getting a critical mass in ordering so we can get reasonable prices. That means batching your orders and matching sizes, colors, etc. Some have wanted to just access the digitized logo so they can choose their own apparel. We're looking into what makes sense for as many of our writers as possible.

That's it for the numbers. I wish you all a happy holiday season and remind you to block out January 18 for our next webinar on using social media to drive traffic to your site. Look for an email with details.



The contest offers some trends about our organization, writing in general, and shifting thinking from the publishing world. More single entries may suggest writers are spreading themselves to additional industries and our niche categories like Electronics (11 entries in 2010 and 14 in 2009), likely also have fewer full-time devotees and more part-timers covering it. High entries from well-known writers suggest they may be getting even more work while others are working harder to find assignments.

**Zuzana Prochazka  
BWI President**

# Active & Associate Member News

## Johnson Returns To Bertram Yacht

Marine industry photographer Forest Johnson has been contracted to handle public relations activities for Bertram Yacht, manufacturer of sport fishing yachts from 50 to 80 feet. In the late 70's and early 80's, he was the



*Johnson's 2010 holiday e-card*

advertising and sales promotions manager responsible for the builder's 20<sup>th</sup> and 25<sup>th</sup> anniversaries. This January 2011 marks the 50<sup>th</sup> anniversary of Bertram.

Johnson credits over 1,500 magazine covers and his images continue to appear worldwide earning numerous awards. He left Bertram in 1986 to pursue a freelance career in marine photography, but continued to support the company with photography ever since.

## Yachts Stabilizing Says ShowBoats Mower

With 749 yachts being built or on order in the 2011 Global Order Book, observers say it represents good news for an industry hammered by the world-wide economic collapse; the steep decline in orders has nearly

stopped and owners are expressing optimism for the future by once again committing to build yachts of the size that employ professional crew. *ShowBoats International*, now part of Boat International Media, has been tracking new yacht orders since 1991.

"Since we began collecting Global Order Book information, the high water mark occurred with the 2009 list where 1,016 projects reflected the uptick in yacht buying that began in 2006 and lasted until exuberant excesses flung the economy off the cliff," said acting editor Marilyn Mower. "This year's Order Book is similar in quantity to that of 2006, although the average length of today's orders is larger, and yacht building as an industry is more global." The Superyacht Market Intelligence section is based on [www.boatinternational.com](http://www.boatinternational.com).

## New Members Help Launch Shows Pub

A new, national, free magazine for boat show exhibitors, appropriately titled *Boat Show Exhibitor*, will launch in February to an initial estimated 20,000 individuals throughout the U.S. Two of BWI's newest members are guiding the launch: Matthew Wright will be editor and Cyndee Miller is content editor. The magazine is being published by Imagination, a custom publishing and content marketing agency, and underwritten by the NMMA. It's dedi-

cated to helping boat show exhibitors maximize their primary marketing investment -- boat shows. Visit [www.boatshowexhibitor.com](http://www.boatshowexhibitor.com) for more information or to subscribe.

## BoatUS Magazine Adds Tech Writers

*BoatUS Magazine* is adding three BWI members as technical writers to its masthead. Electronics writer, book author and sport-fisherman Lenny Rudow joins the magazine as the new electronics editor while boat care guru Don Casey and author and liveaboard Tom Neale are the new contributing editors on the "Ask the Experts" team, tasked to answer the wide range of questions put forth by readers.

A Westlawn School of Yacht Design graduate, Rudow has chalked up 18 BWI writing awards, two Outdoor Writers Association of America awards, written five books and held various top editorial roles at *Boating Magazine* for nearly 16 years.

For over three decades Don Casey has been a highly-consulted expert in boat care and is currently the most sought-after expert on the "Ask the Experts" forum.

Tom Neale and his family have lived aboard their Gulfstar motorsailer since 1979. He's been on the masthead of *Cruising World* and is also a technical editor at *Soundings*.

# Supporting Member News

## Couplemate Wins SEMA Product Award

At the Specialty Equipment Market Association (SEMA) Show in Las Vegas, NV, Couplemate of Australia and its North America headquarters took home recognition with a Global Media Award for its new SUV Step, which made its worldwide debut at the show. Awards are selected by North American and international automotive news editors and media judges. Henry Pierni, director of AutoZulio media of Maracaibo, Venezuela, said, "With this harmonious product of great design, it is a way of giving your hitch a second use, good for easily climbing to the cargo area of your truck or SUV." Visit [www.couplemate.com](http://www.couplemate.com).

## Trailer Boats Design & "Choice" Winners

Trailer Boats magazine has announced winners in its 3rd annual Excellence in Design Awards, a program that seeks to recognize outstanding in boat design. Included was BWI Supporter Formula Boats for its styling of the 290 FX4 model. It's being featured in the January issue of the magazine with web coverage going live on [www.TrailerBoats.com](http://www.TrailerBoats.com) in early January. "We salute all

of this year's winners for their courage to invest in new and unique ideas, particularly in these challenging economic times," said publisher/editorial director Jim Hendricks.

In a separate announcement, Mercury Marine was named favorite outboard manufacturer and favorite sterndrive manufacturer by the magazine's readers in its first-ever Readers Choice Awards in November. "We take pride in building the most enjoyable and reliable engines on the market," said Kevin Grodzki, president of Mercury Sales, Marketing and Commercial Operations. "This award is extra special because it comes from the boating enthusiasts we proudly serve."

## NMEA Boosts Global Role at METS Show

The National Marine Electronics Association (NMEA) extended its international reach in mid-November through active participation at METS, the large marine-equipment trade exposition held in Amsterdam. NMEA conducted an all-day ConnectFest demonstration as well as educational presentations on NMEA 2000®, AIS, and satellite communications. ConnectFest is a live demonstration of equipment from various manufacturers operating compatibly on an NMEA 2000® network cable, commonly called a backbone. NMEA 2000® is a protocol developed by the marine elec-

tronics industry that allows networked devices to communicate seamlessly. Visit [www.NMEA.org](http://www.NMEA.org).

## Jeppesen Charts For "Ultimate Solo" Race

Sailors in the 2010/2011 Velux 5 Oceans race will be using C-Map by Jeppesen charts during 30,000 miles of open ocean navigation aboard specialized Eco 60 offshore racing yachts.

Known as the Ultimate Solo Challenge, the race is a series of five grueling ocean "sprints," which began in France in October and will end there in May 2011. Said Michelle Buckalew, global marketing manager for Jeppesen, "These are the world's best sailors, stepping up to accept the ultimate sailing challenge. While all alone on vast tracts of ocean and facing everything Mother Nature can throw at them, these sailors can rest assured they have the best, most up-to-date cartography to guide them." For information on the race go to [www.velux5oceans.com](http://www.velux5oceans.com); for Jeppesen visit [www.jeppesen.com/lightmarine](http://www.jeppesen.com/lightmarine).



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# Calendar & Events

**BWI Miami Planner**

BWI's annual General Membership Meeting takes place February 18, 2011 in conjunction with the Miami International Boat Show. Writing Contest Awards will be presented as will a "Newsmaker" media event. BWI advises others planning media functions to avoid the 8 to 10 a.m. time period of its meeting to prevent time conflicts with journalists who attend the show.

**MMA's First Webinar**

Marine Marketers of America hosts a webinar entitled "Print Advertising is Not Dead: How to get the Biggest Bang for Your Marketing Bucks" Janu-

ary 11, 2011. It will be accessible to both MMA members and marine industry professionals free of charge. Thad Kubis, president of NAK Integrated Marketing, will demonstrate how marketers can achieve measurable results from a combined print and electronic media campaign. To sign up for the webinar or details go to [www.marine-marketersofamerica.org](http://www.marine-marketersofamerica.org).

**Youth Writing Contest**

Outdoor Writers Association of America (OWAA) is hosting the Norm Strung Youth Writing Contest for 2011. The contest allows promising young writers and poets to showcase their skills and win cash prizes totaling \$1,700. All entries must have an outdoor theme and be published or accepted for publication in a newsletter, newspaper, magazine, literary collection, etc. during the 2010 calendar year. Deadline for entries is March 15, 2011. For complete contest rules visit [www.owaa.org](http://www.owaa.org).

# Welcome New Members

**Active Members**

- George Boase, Writer/Photographer, Pawtucket, RI
- Adam Cort, Senior Editor, Boston, MA
- Mike Davin, Online Editor, Maple Grove, MN
- Rodney Duggar, Videographer/Photographer, Winter Haven, FL
- David Epstein, Writer/Author, West Hartford, CT

- Alyssa Haak, Associate Editor, New York, NY
- Tom Horton, Freelance Writer, Salisbury, MD
- Kevin Koenig, Associate Editor, New York, NY
- Chris Landers, Freelance Writer, Baltimore, MD
- Robert Lane, Writer/Photographer, Anacortes, WA
- Beth Leonard, Freelance Writer, Middletown, RI

- Cyndee Miller, Content Editor, Chicago, IL
- Ralph Naranjo, Freelance Writer, Annapolis, MD
- Mario Vittone, Freelance Writer/Lecturer, Portsmouth, VA
- Joanne Walker, Freelance Writer, Dadeville, AL
- Nick Weldon, Editorial Assistant, Chicago, IL
- Matthew Wright, Editor, Chicago, IL

**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.