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Our Plan for the Miami Show

In anticipation of what promises to be a revitalized year in the boating industry, BWI is planning to deliver in Miami a celebration of good writing and a lively discussion of the future of boating journalism during its annual meeting – plus provide the judging team to identify marine innovations being unveiled at the show.

Our meeting runs from 8 to 10 a.m. on Friday February 18 in Convention Center Room A 204-205. Come early to enjoy a continental breakfast hosted by the National Marine Electronics Association.

With so many changes sweeping through the boating and publishing industries this past decade, our Speaker Committee, chaired by Michael Sciulla, has assembled a roundtable of senior publishing executives to discuss what the future holds for the boating media and for journalists – working both on and offline – for our “Newsmaker” event.

The panel will explore changes that have been wrought by the Great Recession, the shift away from print and developments they expect to see at publications over the next 18 months, including their expectations on hiring freelance and full-time staff writers.

Featured speakers include John Burnham, Editorial Di-



rector at YachtWorld.com/boats.com, Tim Cole, Executive V.P. at Belvoir Media Group, Duncan McIntosh, Group Publisher of *Editor and Publisher* plus as a number of boating titles, David Ritchie, Editorial Director at Bonnier Marine Group and Bill Sisson, Editor-in-Chief, Soundings Publications.

Annual Writing Awards

The Miami meeting will once again be the delivery point for our Annual Writing Awards totaling 48 award checks and plaques distributed to recognize great achievement in 2010.

BWI Judging Innovations

NMMA and BWI have announced judges for the 2011 Miami Innovation Awards, which will be presented on Thursday, February 17, at 8:00 a.m. at the Convention Center, Room A 201.

The judges' committee is comprised of BWI members

who perform product testing throughout the year and have specific expertise in marine gear and power and sailboats. As the BWI Product Awards Committee Chair, I have the honor of coordinating the judging before the show opens. Other judges include:

- Diane Byrne - editor of *Megayacht News* and contributor to *Superyacht Business*, *Super Yacht World*, and *Yachting*, as well as blogger for *BoaterMouth.com*.
- Alan Wendt: - editor of *Marine CEO* for Marine Design Resource
- Roger McAfee - contributor to *Pacific Yachting*, *Sea*, *Southern Boating*, *Lakeland Boating* and *ShowBoats*.
- Robert Buller- editor for *Pacific Yachting* magazine.
- Lenny Rudow - content editor of *EarthSports.com*, electronics editor for *Boat U.S.* and *Marlin* Magazines, blogger for *BoaterMouth.com*.
- Jack Horner - naval architect certified marine surveyor with numerous writing credits including *BoatUS*, *SpinSheet*, *Offshore*, *Sailing*, and *Chesapeake Bay* magazines.

We'll provide you with an update of other meetings and events before the show.

Zuzana Prochazka
BWI President

2010 Writing Contest Grew a Bit

BWI's 2010 annual Writing Contest shows a final count of entrants at 146 and entries at 365, up from 134 and 353, respectively, a year ago. Thanks to the 64 BWI members who read and scored the entries, results have been tabulated and are now locked in a jamjar in the executive director's basement to be divulged during the General membership meeting. First to third-place awardees will be advised that they "won something" by email shortly and encouraged to collect the booty at the Miami boat show.

To underscore the suspense, here are comments from the judges who suggested the overall entries seemed improved this year

and that determining winners was a challenging job with many scoring within a mere few points of each other.

Most-pro-lific waxing was delivered by Marlin Bree who led the "Columns" judging team:

"The entries in the Columns contest radiate a high level of sophistication and skill with a special dash of artistry thrown in. The judges were honored, delighted, deeply engrossed, enthralled -- and it appears, frankly, a little jealous. I was," Bree said.

In the Adventures category, judge Louisa Beckett opined, "The skill to make the voyage match with the skill to write about it, as an editor, you only wish you had more space for

additional detail."

Randy Scott, who judged Safety and Seamanship, described a winning entry as, "A candid recounting of an exercise in boating safety which was very instructional, and his skillful weaving in of humorous anecdotes made what could have been a ho-hum topic a true pleasure to read."

In News & Analysis, judge Elizabeth Altick called one read, "Painfully relevant. The far-reaching subject was thoroughly researched, the story was carefully written and the quotes bring the waterfronts and their residents to life."

Commenting on a Travel category story, judge Peter Fredericksen said it was "Compelling, riveting and a total assault on the senses. I felt I was aboard with this couple and wanted to be. This story is why we leave the dock willing to embrace nature on her own terms."

Of a winning Technical Category article, judge Darrell Nicholson said, "It is refreshing to come upon a writer who can present important details and specifications on a technical topic in an entertaining way."

Here are the final counts of entries ...

Categories & Entries (2009 entry #s in parens):

Boating Columns – 33 (35); sponsor, KVH Industries, Inc.

Boating Lifestyles – 31 (26); sponsor, Boats.com/Yachtworld.com

Boating Profiles - 39 (30); sponsor, ZF Marine

Boating Travel – 31 (29); sponsor, Couplemate Trailer Parts

Boating Adventures – 17 (20); sponsor, Discover Boating

Boat Care, Maintenance – 18 (24); sponsor, Interlux Yacht Finishes

Electronics – 11 (14); sponsor, Jeppesen Marine

Ethics and Environment – 20 (12); sponsor, Thetford Marine

Fishing – 20 (13); sponsor Suzuki Motor Corporation

Boating Issues & Analysis – 17 (23); sponsor, Mercury Marine

The Business of Boating - 24 (24); sponsor, Home Port Marine Marketing

Seamanship & Safety – 26 (15); sponsor Sea Tow Services International

Technical Writing – 22 (21); sponsor, Dometic Marine

Boat Tests – 16 (24); sponsor, Volvo Penta

Gear & Product Tests – 11 (14); sponsor, Xantrex Technology Inc.

Megayachts - 6 (12); insufficient entries to be judged; sponsor, Awlgrip North America

Original Online Content 23 (16) – sponsor, National Marine Electronics Assn.



Miami Shows Media Planner

BWI's Annual Meeting

The agenda for BWI's Annual Meeting starts with Continental breakfast, courtesy of the National Marine Electronics Association, moves on to brief Association business, then presentation of the Annual Writing Awards, a short coffee break, and the panel on The Future of Marine Journalism. It runs from 8 to 10 a.m. on Friday February 18 in Miami Beach Convention Center Room A 204-205.

How journalists can best respond to the changing needs of the boating industry in an era of social networking will be the focus of the panel discussion (see participants on page one). Other issues sure to be discussed include the viability of online publications and if these outlets require skill sets different from those of traditional writers.

"It's time for a frank discussion of the future of marine journalism and I suspect our program will produce an exciting dialogue that will actively engage our audience," said BWI Director Michael Sciulla, chairman of the committee producing the forum.

Miami Boat Show

The 70th annual Miami International Boat Show & Strictly Sail Miami, one of the world's largest boating events, runs February 17-21, showcasing thousands of the newest powerboats, sailboats, engines, electronics and marine accessories from more than 2,000 manufacturers from around the world. New at-

tractions this year include the Dive & Travel Harbor featuring the 'Be a Diver' scuba pool, and the new Discover Boating Resource Center, a boating education experience offering free boat rides, on-the-water training courses, and daily seminars.

Media can apply for a credential by visiting the shows' site, www.miamiboatshow.com, clicking on the Exhibitor/Press tab, then Trade Registration, and providing the required information. Note that all passes must be picked up in the press room this year. For additional press information contact Sarah Ryser, 312/946-6285, sryser@nmma.com.

Three locations comprise the MIBS event:

- Miami Beach Convention Center, 1901 Convention Center Drive, Miami Beach;
- Sea Isle Marina & Yachting Center – In-water display – 1635 N. Bayshore Dr, Miami;
- Strictly Sail Miami returns to Miamarina at Bayside – 400 Biscayne Blvd., Miami. For details on this venue, including sailing seminars, visit www.strictlysailmiami.com.

The media center at the Miami Beach Convention Center is open Tuesday Feb. 15 through Monday, Feb. 21; Room A-110 and A-111; 786/276-2702. Check bulletin boards and with staff there for media events and location verification.

Yacht & Brokerage Show

From February 17 - 21, The Yacht & Brokerage Show in Miami Beach presents yachts and superyachts from global



Photo: Forest Johnson

boat builders. The show is free and open to media and public, managed and produced by Show Management, and owned and sponsored by the Florida Yacht Brokers.

Producers say there will be many new attractions, more boats than previous years, more exhibitor booths and larger floating tents. The new Yacht Equipment Pavilion and Sportfishing Pavilion offer marine gear, electronics and gadgets and fishing seminars.

The Y&B Show will feature more than 500 new and pre-owned vessels covering more than 1.2 million square feet of space over a mile-long strip of the Indian Creek Waterway along Collins Avenue from 41st to 51st Streets, situated directly across from the Fontainebleau and Eden Roc hotels.

Additional details at www.showmanagement.com. Media contacts are: Jane Grant, 954/776-1999, ext. 224, jgrant@piersongrant.com; Marielle Sologuren, same phone ext. 226, msologuren@piersongrant.com; and Daniel Grant, same phone ext. 235, dgrant@piersongrant.com.

Changing Role of Phones, Pads & TVs

By Alan Wendt

Several times a year we send our partners a free marketing intelligence report. Our filing from the recent Consumer Electronics Show in Las Vegas attended by 140,000 people focused on the proliferation of “pads” coming to market and how phones and TVs as information-providing devices keep



Motorola Xoom

evolving. I thought BWI members would be interested in the trends and commentary about them we picked up.

After four days of elbowing through crowds of consumer electronics gourmards, I feel like taking two tablets for indigestion brought on by too many tablets that all look like an iPad. Now I'm also really confused about which smart phone to buy – although Verizon is introducing the iPhone for CDMA, while Motorola's Atrix handset and laptop dock is likely to score big along with Droid Bionic.

For business – and those who serve and/or write for them – the messages are clear: say goodbye to the era of the personal PC and welcome to the age of mobile computing.

More than 70 tablet-like devices were shown at CES.

Most will never make it to market, thankfully, but several stand out. Motorola Xoom won Best of Show. Running on Android Honeycomb, due out in the first quarter of this year, the 10-inch screen format sports a dual-core, 4G-compatible network (Verizon's) and includes HDMI out, and front and back facing cameras. Motorola will offer this to other carriers as well.

Close seconds go to the Dell Streak for a nifty laptop-like computer with a screen that pirouettes and becomes a tablet. Other notables, Blackberry's tablet for business enterprise and security, Samsung Galaxy, already established as the number two player in the market and, in the lower price category, Coby Kyros. See pictures and videos at www.ces.cnet.com/ces-tablets-ebooks.

Bottom line, the Android platform from Google, with its growing App store, which powers all of these tablets, is the real winner.

With presentations from 22 CEO's of major companies this was an orgy for analysts who follow trends that drive consumer behavior and loyalty. Verizon CEO Ivan Seidenberg, in his CES Keynote address, presented these nuggets:

- Your interaction with customers must be seamless across device platforms as customers shed traditional business hours and geographic handcuffs in this “always on” world.

- There are two billion unique Internet users in the world. This connected planet seeks personalized experiences, partnerships and collaboration like never before.

- Broadband is now in 85 million households and the speeds for downloads are so fast that the average length movie can be transferred in under four minutes. For business this suggests that video-to-video in real time with no latency opens up savings in travel budgets and business-to-consumer help centers on a much more personalized basis.

The 4G LTE network by Verizon is already on in one third of the country – primarily the largest cities with a nationwide build out due in 18 months. All of the mobile phone execs in attendance are clamoring for content relationships as this shift begins to Internet connected TV. Sony, for example, introduced 26 new models at CES, 16 of them with built-in Internet. While no one company stole the show with an easy to use set box that lets you create your own TV guide, clearly the technology is there.

As you can imagine, after four days of walking and seeing 2700 booths, we gathered an impressive stack of literature on new products and social trends. Got questions or want to brainstorm? Just call.

Alan Wendt has been an active member of BWI for nearly two decades, is a current Director, and has served as writing contest judge and Innovations Awards judge. He is the editorial director for Marine CEO magazine and publisher of two custom lifestyle boating publications. Contact him at Alan@wendtproductions.com.

Active & Associate Member News



Byrne Enhances MegaYacht News Site

Diane Byrne's MegaYacht News, the independent website devoted to luxury yachts, has a new look and a new URL. Re-launched to provide a contemporary, dynamic design, waterfall menus on every page make it easier to access both current and archival content, grouped under intuitive categories like 'Yachts', 'Builders', 'People', and 'Events'. A slideshow directly beneath these menus on the homepage offers top stories of the day, with links leading to full articles. Its new URL is www.megayachtnews.com (previously .org).

Byrne says her site has excelled in capitalizing on the growing use of internet based news and story exchange. It was named in The Helium Report's (now Halogen Guides) best yacht blogs list, received third place in the Original Online Content Category for BWI's annual awards in 2009, and is the go-to yachting source for Reuters, CNBC, Forbes.com, *The Wall Street Journal*, *Vanity Fair*, *The Sunday Times*, CNN.com, and others. One story per week

is syndicated by *Superyacht Business* magazine in its e-newsletter. In 2010, the full daily Megayacht News feed was also syndicated by YachtWorld.com and Boats.com.

Kenton Smith Adds Legendary Marine

Wanda Kenton Smith of Kenton Smith Marketing will head up strategic dealership marketing efforts for Legendary Marine. She will serve as both agency of record and the dealership's official in-house director of marketing, overseeing marine mar-



keting for four dealership locations in Destin, Panama City and Ft. Walton Beach, FL, as well as Gulf Shores, AL. Contact Kenton Smith at wanda@kenton-smith.com.

Two Members Serve BoatUS Issue Council

BoatUS has made new appointments to its National Advisory Council including Bob Adriance, editor of *Seaworthy* magazine. He

joins Dean Travis Clarke, executive editor, *Sport Fishing* and *Marlin* magazines who continues service. Both are BWI members.

The current 13-member Council was created over 30 years ago to advise and guide the over half-million-member association on federal and state issues critical to recreational boaters. Throughout the years it has debated policy topics ranging from unfair fees and taxes to today's hot-button issues such as the increasing levels of ethanol in gasoline, mandatory life jacket wear, marine protected areas and homeland security.

DeMartini Gains Performance Account

Marilyn DeMartini's PR Power has been preparing to promote a new client, Ditec USA, at the Miami Boat Show. She discovered the company when she purchased an Audi and wanted protection for the light colored car and convertible top. After experiencing what she calls "The Ditec Difference" -- a finish that makes dirt, dust and contaminants a non-issue for 'clean freak' vehicle and vessel owners -- she sought the company as a client for the marine industry.

DeMartini booked the deal in early January at the Palm Beach International Speedway where, "It was really fun to drive my car around the road course at the raceway!" Contact her at md@prpower.biz.

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“State of Industry” Set for Miami

NMMA is holding its annual State of the Recreational Boating Industry address at the 2011 Miami International Boat Show and Strictly Sail on Thursday February 17 from 7:30 a.m. to 9:30 a.m., Convention Center Room A 201.

Returning to its traditional breakfast format, this year's event will include an in-depth analysis on the future of the boating industry by NMMA

President Thom Dammrich, the 2011 Innovation Awards' ceremony emceed by BWI President Zuzana Prochazka, and a look ahead at the national Discover Boating program with Carl Blackwell, NMMA's Chief Marketing Officer.

Special Guest Speaker Frank Peterson, president, Recreational Boating & Fishing Foundation (RBFF), will

provide details on his group's efforts to grow boating and fishing, and a Lifetime Boat Show Pass will be presented by Ben Wold, NMMA's executive vice president.

The Industry Breakfast is by invitation only. For more information, or if interested in attending the event, contact Sarah Ryser by February 10 at sryser@nmma.org, 312/976-6285.

Reminder: PayPal Set Up for Dues

For members who prefer paying with credit cards or wish to save a stamp, dues payments can now be attended to on line at www.bwi.org by clicking on the “join” tab and scrolling toward the bottom of the page. There, clicking on the “pay now” buttons connects to the PayPal system in the appropriate member category. Major credit cards can



be used, or money transferred from PayPal accounts. A notice of the transaction is sent to BWI HQ and credited to the member's account.

The system is helpful for offshore members because it converts other currencies to U.S. dollars, and saves what can be considerable wire transfer charges.

Current dues amounts are built into the payment system. As of January 1, 2011:

- Active dues are \$50
- Associate dues are \$60
- Supporting dues are \$175.

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.

Active Members

- Beth Adams-Smith, Writer/ Author, Rye, NY
- Daniel Harding, Freelance Writer, New York, NY

- Tom King, Photographer/ Writer, Orlando, FL
- Rob MacLeod, Writer/ Filmmaker, Cobourg, Ontario

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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.

