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Impact of Global Challenges

As if the 2010 Gulf incident weren't enough of a smack to the marine industry, the March 11 tsunami traveled 5,000 miles to wallop West Coast harbors and cause upwards of \$50 million in damage. Not all of our coast



suffered the same. I watched ten knot currents in a tight area of Newport Harbor change direction every few minutes and go on for twelve hours (photo above), with no major damage reported. Santa Cruz however, didn't fare as well and neither did Crescent City, OR.

They say things come in threes, and the price of fuel might just be the third issue facing the struggling U.S. marine industry. For now, we watch and wait to see if our fledgling recovery will boost boating out of its slump.

In the meantime, your BWI board is focusing on some housekeeping items. First, the perennial review of the annual writing contest. The idea is that instead of killing trees every December when writers send in their entries, we make it an all electronic effort via submission by PDFs online.

It makes sense in many ways but we need to gauge response before further consid-

eration. Initial questions: Would judges be willing to read them online or print them on their own? Would we have a place to store the large size of these files? Do writers have access to PDFs of their own work? If so, if files are locked, how would writers delete publication and author names?

Going digital would save money on copying, sorting and shipping – but the question is one of logistics. We'll put these issues on BWI's LinkedIn site and ask for feedback. Look for that discussion to be started soon.

Speaking of LinkedIn, lots of good ideas have poured in from the group in response to board member Alan Jones' request for feedback on his latest project. He's volunteered to put together an overview on "How to Hold an Effective Press Event" in hopes of educating marine companies on better

interacting with the press to get the word out on their products. If you have some suggestions, participate in the online discussion. Alan's effort is likely to result in helping all of us get information for articles and reviews

more efficiently.

Also in this newsletter, board member Mike Sciuella shares his secret weapon – a freelancer membership that offers a slew of benefits and even saves on cell phone service. As we all become more independent, it pays for us to stick together. Or as Mike puts it, "It pays to belong."

Finally, Alan Wendt has brought us an additional BWI member benefit – this one with a \$200 value. We've made a digital file of the BWI logo and it's available so you can have it applied to clothing or other items. Just email a request to info@bwi.org and you won't have to pay the digitization charges.

As always, you can send me comments, suggestions, or questions at totemgroup@msn.com.

Zuzana Prochazka
BWI President

BWI Logo Available For Apparel

by Alan Wendt

No doubt you are familiar with the saying, "You can please some of the people some of the time, all of the people some of the time, some of the people all of the time, but you can never please all of the people all of the time."

The quote is attributed to Abraham Lincoln who actually said you can fool, rather than please. The BWI directors, not wanting to be fools, realized that monetarily, we couldn't be in the

clothing business and please the varying tastes, not to mention sizes, color preferences, etc., of every member.

Instead we are making the BWI logo available in a digitized format for members to download and provide your local clothing embroider. In the apparel world, the file is known as a Tajima format that ends in ".dst." Basically it's a code that tells a sewing head how many stitches there are, where to place them and what color thread to use to recreate the logo.

The free download has a value of \$200 – another BWI membership benefit. Before you

rush out, buy that \$50 shirt and take it to Anytown, USA embroidery, a few tips we've learned producing shirts, caps and patches for companies. Not all material is suitable for

embroidery. Be sure you have a return policy before sending it on to embroider.

Thread Color

You need to be concerned with how the colors in your design will look with the color of the garment that you choose. In general, less contrast between the garment color and embroidery color is best since this tends to hide imperfections in the stitching.

Backing Materials

Backing materials provide support and structure to an embroidered design and are critical to a long lasting design. A sheet of backing material is placed behind the area where the design will be applied. The design is then stitched through the fabric and the backing material.

There are two types of backing material "Tearaway" and "Cutaway". As the name suggests, tearaway backing can be torn off without tools after the design is stitched. Cutaway backing must be cut around the design using scissors after the design is stitched. It is very important to match the backing to the type of fabric being embroidered. Tearaway backing is typically used with woven fabric such as dress shirts. Cutaway backing is used on knit fabrics.

Quantity & Guarantee

The more pieces you produce, the less expensive each piece becomes. Simple enough. But what happens if the sewing machine spazzes

and ruins your \$90 jacket? Be sure you fully understand the make good policy of the embroidery shop. Reputable firms have a replacement policy. Be especially wary of buying on the Internet. We typically ask for a sew-out sample first, even in a digital format before proceeding with the order.

"The bitterness of poor quality remains long after the sweetness of low price is forgotten."

– Benjamin Franklin

Rules for Use ...

Use of the BWI logo is limited to members in good standing of the organization. To request the digitized file, email info@bwi.org. Members are asked to use the logo on apparel with the chosen colors and in an appropriate fashion, just as they would on printed materials and websites, to reflect the professionalism of the organization.

Supporting and Associate members are welcome to use the logo noting their membership classification.

Display of the logo does not indicate any endorsement by BWI of the user's services or products.

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. Contact him at Alan@wendtproductions.com.



BWI members can apply the association logo to their choice of shirts, jackets, hats, etc. with complete freedom of choice of brands, sizes, colors, materials, etc.



Save Big Bucks On Cell Phone Service

by Michael Sciulla

With the number BWI members calling themselves “freelancers” mushrooming from 42% in 2005 to 65% in 2009, your Board has been on the lookout for new benefits that can make the life of a freelancer more productive and less expensive.

Monthly cell phone service, for example, can cost more than a monthly fill-up. But while change may be a constant, actually making changes can be tough, especially when dealing with cell phone providers who seem to go out of their way to make life more complicated.

Having decided some time ago to upgrade my cell phone from a five year-old clamshell to a new smartphone, I vacillated for months over the prospect of paying additional fees for e-mail, text and web access above and beyond the exorbitant monthly fees I was already paying to Verizon Wireless for basic service. There had to be, I thought, a better deal out there.

“It pays to belong” is a sentiment I have long subscribed to. The power of membership organizations is something I know a bit about having spent my entire career building one from the ground up. So, the first thing I did was to look at all of the organizations I belonged to see if any of them had partnered with a cell phone company.

1st-Year Savings: \$1300

I soon discovered a fabulous T-Mobile deal offered through the Freelancers Un-



ion, an organization I joined last year. Free phones, no activation fees and a 10 percent monthly discount! The deal was so good – it will save me over \$1300 this year – that I immediately paid the \$95 “early termination” ransom to cut my long-suffering umbilical cord to Verizon. I am now a very satisfied T-Mobile customer with three “My Touch” 4G Android smartphones with unlimited e-mail, web, text and 3000 minutes per month for just \$5 more per month than I was paying for three dumb clamshells for my family.

Deal with T-Mobile

If you decide to take advantage of the T-Mobile discounts (the AT&T takeover is no slam-dunk and will take at least a year), make sure that you deal directly with T-Mobile’s corporate office after you’ve joined on the Freelancers Union website. Your local T-Mobile office is independently owned and may not be aware of this program.

Never heard of the Freelancers Union? It’s a 501(c)(4) nonprofit membership organization based in New York that provides its 150,000 members with a variety of benefits including,

subject to eligibility requirements, access to health, life, dental, and disability insurance. They even have a “jobs” site with dozens of listings posted and a 401k retirement plan. The best part – membership is free. The worst part – their health insurance program and some of their services are limited to New Yorkers.

Other Union Benefits

In addition to a website, www.Freelancersunion.org,

that is chock full of benefits, discounts and information, the organization maintains that it is “building a new support system to help the growing independent

workforce thrive.” Their advocacy efforts include drafting a “freelancer bill of rights,” developing sample contract language for freelancers and creating a political action committee to support candidates for office. Heady stuff, indeed, and a long time coming!

Michael Sciulla is a Director and past BWI President. He also serves as a Director and Vice President of Marine Marketers of America. He has produced numerous BWI “Newsmaker” panels and chaired many writing contest categories. Contact him at msciulla@gmail.com



Active & Associate Member News

Bree's New Book A Tribute to Gulls

Marlin Bree, a BWI two-time Grand Prize winner, has written a new book devoted to the sailor's waterfront friends, "Amazing Gulls: Acrobats of the Sky and Sea." The 96-page volume is a word- and picture-

tribute to seagulls partially compiled from the cockpit of Bree's home-built wooden sailboat. He writes of gulls he observed and admired during storms, a chance meeting with an islander who emulates Jonathan

Livingston Seagull, looks at gull's near extinction, flight patterns, behavior, their way in air and wind, and humorous interaction with humans.

Included is some poetry about gulls as well as individual profiles including a gull thief who walks into a waterfront store and picks out the same brand of chips day after day. Bree goes on to include stories of seabirds from the waters of the world including those that never land and some cross-world champion long-distance flyers. Review copies available to BWI members on request by e-mailing marlin.marlor@minn.net.

"Angels" & Star brite Gain Eco Awards

Thousands of sea turtles saved, a rejuvenated island and cleaner seas were spotlighted during the Miami Boat Show by the Angels of the Seas conservation group. The "Angels"

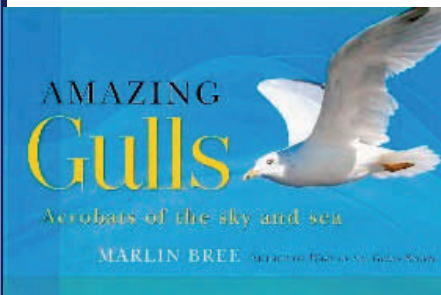
honors program was initiated to stimulate marine conservation projects. It's managed by Betty Bauman's MetroMedia Marketing that also operates the "Ladies, Let's Go Fishing!" seminar series. Marine artist Guy Harvey presented framed prints and certificates and Justin Gould of Star brite presented buckets of Sea Safe boat cleaning products to the honored groups.

Recognition was given to Star brite for its "Sea Safe" line of eco-friendly boat cleaning products and manufacture of bottles to be biodegradable (www.starbrite.com). Honors also went to the South Florida Chapter of "Ladies" for their Turtle Hatchling Rescue Project. Nearly 10,000 Turtle Hatchlings were saved under the auspices of the Sea Turtle Oversight Protection group (www.seaturtleop.org). AOS is open for submission of 2011 projects, eligible for awards in February of 2012. Visit www.angelsoftheseas.com.

Wood Retires as Prez of BoatUS Foundation

After 28 years with the BoatUS Foundation for Boating Safety and Clean Water, most recently serving as president, Ruth Wood has retired. She remains a volunteer member of the Board of Trustees of the Foundation. Wood joined the Foundation in 1983, two years after it was created. One of her first projects was to develop a free boating safety course-line, and over her career, she served as Chair of the National Safe Boating Council and a Member of the US Coast Guard Auxiliary Board of Directors, as well as worked on the Underwriters Laboratories PFD Technical Panel and the US Coast Guard's Boating Safety Advisory Council.

Foundation Vice President Chris Edmonston, who joined BoatUS in 1994 and has overseen the organization's boating safety programs for the last ten years, succeeds Wood as President.



Justin Gould displays his Guy Harvey painting as the "Fishing Ladies" show off their Star brite buckets.

Supporting Member News

Sea Tow Partners with MarineMax

Sea Tow Services International has entered into a partnership with MarineMax Inc. to provide each person who purchases a new boat with a complimentary 95-day Sea Tow Gold Card membership and 60-day membership

for those purchasing a used or brokerage boat. Sea Tow was founded in 1983 by Chairman and CEO Capt. Joe Frohnhoefer and now serves over 160,000 members in more than 106 locations throughout the U.S., Europe, Australia, US Virgin Islands and Puerto Rico. Visit www.seatow.com; contact Emily Corman, ecorman@seatow.com.

Delta "T" Adds "Subsea" Engineering

Delta "T" Systems has launched Delta "P" Subsea Systems, LLC, a full-capability engineering firm with experience in shipbuilding, systems integration, subsea and ROV (Remotely Operated Vehicle) design and engineering. It will offer contract engineering services to boatbuilders, support the global subsea and ROV industries, and ongoing R&D program at both branches. Said Lynn Oien, president, "Subsea will now enable us to better serve boatbuilders of all types around the world with superior contract engineering services." Visit www.deltapsubseasystems.com.

Xantrex Using Twitter & YouTube

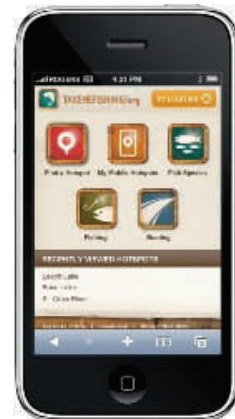
Xantrex Technology USA Inc., a subsidiary of Schneider Electric, has announced new social media and web-based marketing initiatives. On the heels of its new website, www.xantrex.com, that launched last quarter, the company has produced two new branded channels on YouTube and Twitter, plus customized e-newsletters for market segments including marine, RV and commercial/industrial trucking. YouTube will deliver product information and training; Twitter will be used for projects, products, special events, and news. Contact Wanda Kenton Smith, wanda@kentonsmithmarketing.com.

BoatUS Awards Boating Access Efforts

A dozen boating people, projects and public policy measures earned 2010 BoatUS Recreational Boating Access Awards. Winners were cited for changing state law and setting national priorities to building bricks-and-mortar boat ramp and dockage facilities. Created in 2007, the awards' goal is to draw national attention to innovative solutions and share success stories that can help others to solve their own local waterway access challenges. Honorees are a group, government body, business, individual or non-profit organization. Go to www.BoatUS.com/AccessAwardWinner; contact Scott Croft, SCroft@BoatUS.com.

RBFF Fish Website Gets Mobile App

The Recreational Boating & Fishing Foundation (RBFF) unveiled the "Take Me Fishing" campaign's new, fully integrated mobile website at the Miami Show. The new site, which can be viewed at www.takemefishing.org/mobile from smartphones, provides boaters and anglers with on-the-go access to a Hotspots Map and allows them to save their own hotspots. Users can also find information on a variety of different fish species, boating and fishing tips and tricks, and state licensing and registration requirements.



West Marine to Give Conservation Grants

West Marine is launching its annual Marine Conservation Grants program. Grants will be awarded to groups that offer conservation projects that are beneficial to recreational fishing and sustainable commercial fishing, while preserving marine resources. There will be five to ten grants awarded in amounts ranging from \$500 - \$5,000 per recipient. Applications are available online with the closing date for entries set for May 1, 2011. Official rules and application information can be found at www.westmarine.com/grants.



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Rescue Calls Need GPS Link

In response to a request by the U.S. Coast Guard, the National Marine Electronics Association (NMEA) is working toward a solution aimed at saving lives at sea. The goal is to ensure that radio distress signals sent by mariners contain GPS information that will enable search and rescue (SAR) teams to locate vessels quickly and efficiently.

Of the roughly 100 digital selective calling distress alerts received each month, approximately nine out of 10 do not have position information (i.e. do not have a GPS navigation receiver interconnected to a Digital Selective Calling (DSC)-equipped VHF radio), and approximately six out of 10



have not registered their Maritime Mobile Service Identity or MMSI.

Modern fixed-mount VHF radios are required to be equipped with DSC to transmit data to all other DSC-equipped radios within range and to SAR authorities. Those data include a unique number assigned to the radio, the MMSI. A vessel's MMSI provides the boat's name, home port, and owner. DSC-equipped radios

also have a terminal that allows the owner to connect the unit to an onboard GPS. The problem is that boat owners often neglect to connect their DSC VHF with the GPS and many times do not register their MMSI.

NMEA is working on new specifications, and encouraging manufacturer and dealer members to educate the boating consumer about the need to link their DSC radios with a GPS and to register their MMSI numbers. NMEA dealers can assist those affected to understand and resolve the issue and can be located by visiting www.marineelectronicsjournal.com/mej_dealer_list.cgi.

Calendar & Events

Waterfront Challenge Announced by Interlux

Interlux announced that its Waterfront Challenge will award \$50,000 in 2011 grants to organizations to create sustainable waterfront environmental improvements in their communities. Eight grants from \$4,500 to \$20,000 will be awarded to groups in the U.S., Canada and the Car-

ibbean. A five-judge panel with the help of boaters voting on Facebook for their favorite projects will select winners. Applications will be accepted until August 31. Details at www.waterfrontchallenge.com

Ladies Fishing Seminars

"Ladies, Let's Go Fishing!"® saltwater fishing seminar for women, April 15-17 at I.T.

Parker Community Center, Dania Beach, FL. Registration includes networking reception and silent auction, classes at beginner/advanced levels, lunch, hands-on skill stations, goody bag and more. Dates in Stuart, FL are May 20-22 and Keys/Islamorada: Nov. 11-13. Details, www.ladiesletsstofishing.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.

