



Journal

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Fall boat show season is gearing up with good attendance at the Annapolis sail and power shows and at IBEX. I'm seeing many familiar faces who have weathered the economic storm and are continuing to find new customers, and that's great news for us.

I am also pleased to announce that Dometic Marine's long-time BWI supporter, Doug Curtis, has agreed to fund our next round of webinars for the continuing education of our members. On tap are two new webinars, one on legal issues for journalists, and one on a new content syndicator where you may be able to repurpose and sell your writing for additional funds. If you see Doug at FLIBS or elsewhere, please thank him for his continued interest in the professionalism of our Association.

Regarding the funding of our Annual Writing Contest - 15 of 17 supporters have again generously agreed to sponsor this year. We are looking for the final two sponsors from current supporter ranks and other companies in the marine industry. All sponsors will be announced in the next newsletter. If you have a prospect idea in mind, please send it – it may be the category you enter.



BWI Ft. Lauderdale events are set. As mentioned in the last issue, we are hosting a new combined luncheon with Marine Marketers of America on Thursday October 27 from noon until 1:30 including a panel discussion called "Can Writers Serve Two Masters" focusing on the many income sources our members are pursuing these days. A member social hour will be the same day from 4 to 5:30 p.m. More details are inside; if you plan to attend lunch and the program, please sign up at www.marinemarketersofamerica.org.

The Board and the Annual Writing Contest Committee are creating the procedures for our first all-electronic submission routine to be operational in early November. You will no longer have to copy, package and ship entries, but rather upload them as PDF files or URL

links. The entry form is incorporated into the system. The deadline for entries has been moved back to December 31, 2011 to add a little time for all of us to learn the new routine and to work out the inevitable bugs associated with the process. Judges will receive reading instruc-

tions and scoring sheets by email and be able to retrieve entries to read by simply clicking a link. Details on how to enter will arrive via email as opposed to a printed flyer.

All Active and Associate members will still receive a snail-mail annual dues invoice at about the same time, but will have the option of paying online if they enter the contest. We are grappling with the requirement to obscure author and publication names on the entries which appears to be a relatively easy procedure for those uploading PDFs but more complicated for those choosing to provide URL links. Stay tuned for more details on this.

As usual, please contact me with any questions, suggestions or concerns at temgroup@msn.com, and have fun at the fall shows.

**Zuzana Prochazka
BWI President**

Writers and Marketers Join Forces

Two associations representing the marine industry's leading writers and marketers have joined forces to produce an



important first gathering of the industry's top communications professionals on Thursday, October 27 from noon to 1:30 p.m. in the Grandview room of the Bahia Mar Resort during the opening day of the Ft. Lauderdale International Boat Show.

Co-produced by Marine Marketers of America (MMA) and Boating Writers International (BWI), the luncheon

event will feature the presentation of MMA's fourth annual Neptune Awards for Marketing Excellence as well as a thought-provoking panel discussion entitled, "Can Writers Serve Two Masters."

"This will be an outstanding opportunity to network with professional peers and for marketers to showcase their best work," said MMA president Wanda Kenton Smith. The event is co-sponsored by Info-Link and the Ft. Lauderdale International Boat Show.

"Our panel discussion is especially timely as the 'Great Recession' and the rise of social media have led many freelance writers to bob up against the gray line between journalism and marketing," said Zuzana Prochazka, president of BWI.

The panel will include An-

drew Clurman, COO of Active Interest Media, Tim Cole, EVP of Belvoir Publications, Jim Rhodes, president of Rhodes Communications as well as Kenton Smith and Prochazka. The discussion will be moderated by Michael Sciulla, a member of the boards of both organizations.

Current BWI and MMA members are eligible for a reduced rate of \$30 when paying in advance using PayPal. The cost is \$35 for those paying at the door and for non-members. BWI and MMA members who wish to attend but do not want to have lunch may do so at a cost of \$5.

To pay online by October 25 a PayPal button is available on a link from the homepage of www.marinemarketersofamerica.org.

BWI Lauderdale Social Hour

New to the BWI Ft. Lauderdale Boat Show routine this year will be a member social hour on Thursday October 27 from 4:00 to 5:30 p.m. hosted by Hargrave Custom Yachts aboard the 136-foot 2010 Hargrave trideck DREAmer. The yacht will be slipped at Las Olas Marina, "A" Dock, within slips 2-10. Las Olas docks are just north of Bahia Mar and beyond the Hall of Fame Docks. Finger food, beer, wine, soda, and bottled water will be served. Guest writers are free to roam yachts.

Michael DiCondina, president of Hargrave, explains DREAmer is the first in a series of high tech composite yachts from this iconic U.S. builder. Founded in 1964 by legendary NMMA Hall of Fame yacht designer Jack Hargrave, the company has expanded over the past 14 years and reports it has become the number one builder of custom fiberglass motoryachts in

the U.S. market in the 70'-135' size range.

For information on the firm and its yachts, visit www.hargravecustomyachts.com.



Hargrave DREAmer

FLIBS Details Plus More Events

Producers of the Ft. Lauderdale International Boat Show estimate it will feature more than \$3 billion worth of boats, yachts, super yachts, electronics, engines and thousands of boating accessories from every major marine manufacturer and boat builder across the globe, as well as exotic cars, clothing and jewelry.

FLIBS takes place this year at six locations: the Bahia Mar Yachting Center, the Hall of Fame Marina, the Las Olas Municipal Marina, the Hilton Fort Lauderdale Marina, the Broward County Convention Center and the Sails Marina.

Writers who registered for FLIBS media credentials can pick them up beginning Wednesday, October 26th, from 9 a.m. to 5 p.m., or during show hours from Thursday, October 27 through Monday, October 31, at the Show press room. The press room is on the third floor of the Bahia Mar Beach Resort & Yachting Center, 801 Seabreeze Boulevard in the Mariner Clipper room. Show hours are 10 a.m. to 7 p.m. every day except Monday when it closes at 5 p.m.

Mercury's 150 Four-Stroke Debut

Members of the marine media are invited to learn about and test drive Mercury's newest addition, the 150-hp. Four Stroke, in Ft. Lauderdale on Thursday and Friday, Oct. 27 and 28. A presentation of the engine will take place at the International



Game Fish Association headquarters in Ft. Lauderdale on Oct. 27. Press materials, food and drinks will be provided, and the new 150 will be on display.

Boat demos will be available Oct. 28 at a Ft. Lauderdale Marina. For specific locations and times, to RSVP or for more information, contact Steve Fleming (steve.fleming@mercmarine.com, 920/929-5340) or Lucas Lauderback (lucas.lauderback@mercmarine.com, 920/929-5980).

West Marine Preview Of New Superstore

West Marine is opening what it describes as the largest boating store in the U.S. at 2401 S. Andrews Avenue in Fort Lauderdale. Media is invited to a "Sneak Peak Preview" Friday, October 28 from 5:00 p.m. to 6:30 p.m. including tours. Reception, and Q & A with West Marine executives. Round-trip transportation will be provided from Bahia Mar. RSVP to Lauren Simo of Pierson Grant at lsimo@piersongrant.com to reserve space.

ZF Demos POD on 50' Viking Sportfish

ZF Marine has taken delivery of a new 50 foot Viking Sportfishing yacht to demon-

strate the ZF POD 4000 propulsion system. According to ZF, top speeds are in the 40 plus knot range with efficient and impressive fuel burn numbers, along with the outstanding maneuverability inherent in pod-drive propulsion systems incorporating joystick control. To arrange a sea trial at the show, visit booth 1607 at Bahia Mar. For details contact Martin Meissner, 954/ 646-5676, Martin.Meissner@zf.com.

Superyacht Annual Membership Meet

The International Superyacht Society (ISS) stages its Annual Membership Meeting & Breakfast on Wednesday October 26 from 8:00-10:00 a.m. in the Grande View Room at the Bahia Mar Hotel. Open to ISS membership, there is a \$25 fee for non-members.

The event will include an update on rights and protection at work for the world's more than 1.2 million seafarers (MLC 2006) presented by Roger Towner, chief examiner of MCA. Following brief business items and recognition programs, a Social Media Presentation with panelists Sarah Bensimon of IGY Marinas, Kathy Kennedy of Ferretti Group, Julie Perry of BLASTMedia, Brett Keil of *The Maritime Executive*, and Scott Lockman of Marsh Private Client Services, will be moderated by Diane Byrne of MegayachtNews.com. Contact Amy Halsted, ISS Executive Director, 540/784-4561, seagourmet@toad.net.

Best New Marine Electronics Awards

Digital Yacht Ltd.'s BOATraNET, a wireless server for onboard navigation networks, took top honors as winner of the National Marine Electronics Association (NMEA) Technology Award for 2011. Three members of BWI selected the winner from 13 entries, based on innovation, benefit to boaters, practicality, and value.

The Award was presented at the International Marine Electronics Conference & Expo held in early October.

Ben Ellison, BWI Awards Chairman for NMEA judging, said, "We saw many amazing technologies that will be making boating better for years. But one product seemed to define a new category in marine electronics. It's a small power-efficient server designed to deliver information and services to any platform on a boat with WiFi and a

browser or app that understands HTML5. It can, for instance, store and serve a yacht's entire set of owner's manuals. It can also control multiple media being output from the server to

a marine stereo or serve the same media to the individual device in the boater's hand.

"It includes a light charting application and can display NMEA 0183 instrument data, with NMEA 2000® in the certification process. It can also



Digital Yacht's Nick Heyes (r.) accepts NMEA's Technology Award from BWI judge Ben Ellison.

be a boat's own Internet hotspot when connected to a high-power WiFi client, cellular modem, or satellite communications system. And, finally, the protocols it uses to broadcast NMEA data over WiFi are open source, so companies and individuals can develop their own apps on top of the system. In short, the product offers a lot of valuable services right out of the box, and its future is nearly unlimited."

Ellison, who writes the marine electronics blog Panbo, was joined by two additional judges: Tim Queeney, editor of *Ocean Navigator* and *Ocean Voyager* magazines, and Bill Bishop, who writes the blog *The Marine Installer's Rant*.

Also presented at the annual conference and expo were the NMEA Product and Manufacturer of the Year Awards for 2011. For this series of awards, marine electronics dealers from around the country select winners in several categories



through a mail-in voting process. The winners were:

Autopilot - Simrad AP24/AP28 Autopilot System

Fish Finder - Furuno FCV295 Digital Fish Finder

Radar - Furuno NavNet 3D DRS Ultra Hi-Def Radar Series

Communication - Standard Horizon Matrix AIS+ GX2150

Entertainment - KVH TracVision M1

Navigation - Furuno NavNet 30 MFD12 Multifunction Display

Marine Specialty - 1st Place, FLIR M-Series 324XP Thermal Imaging Camera

2nd Place, Furuno SC30 Satellite Compass

Manufacturer of the Year Furuno USA

Additional details on the NMEA Awards will be posted at www.nmea.org.

Supporting Member News

West Marine Seeks New Green Products

West Marine is seeking entries to its third annual Green Product of the Year contest, part of its "Blue Future" initiative to help create a sustainable future. The chosen product will be announced and an award of \$10,000 will be presented to the winner at the 2012 Miami Boat Show. The competition is free and open to individuals, manufacturers, distributors and/or inventors. Judges will select the winner based on effectiveness, competitive price, benefit to the environment, innovativeness, and verification of claims. Entry details are at westmarine.com/green. The deadline for submissions is December 1, 2011. Contact Laurie Fried, LaurieF@westmarine.com.

BoatUS Honored with Golden Glow Award

BoatUS received an Association of Great Lakes Outdoor Writers (AGLOW) "Golden Glow Award" at the group's annual conference in late September. The recognition

is ALGOW's highest honor, nominated and selected by the Council of Past Presidents. It was given to BoatUS for its "appreciation of your exemplary outreach of service, information, and advocacy to the boating and fishing community, and your support of the greater outdoor media." Accepting was Assistant Vice President of Public Relations D. Scott Croft. Contact: Croft at SCroft@BoatUS.com.

NMMA Shows Gain Docking Challenge

NMMA has purchased the Power Boat Docking Challenge from Culp Concepts, bringing more of an interactive experience to show-goers and helping demonstrate how fun docking can be with practice and proper instruction. "We've seen first hand the value of offering more educational and hands-on learning opportunities for attendees," noted Ben Wold, executive vice president. The "Challenge" is an interactive experience that pits the boater against other show attendees who steer and dock a remote-controlled power boat down a 20-ft. pool into a marina and slip, for a chance to win a host of prizes. Contact Sarah Ryser, sryser@nmma.org.

Wood Boat Hall Adds New Inductees

Hagerty Insurance, the wooden boat and classic car insurance firm, has announced the 2011 inductees into its Marine Hall of



Fame. Founded in 2009, the Hall of Fame pays homage to individuals or organizations that have significantly contributed to the preservation and awareness of the hobby. This year's include Chris-Craft icon Chris Smith, Century Boat pioneer Chuck Miklos and California Classic Boats founder Al Schinnerer. Said founder Louise Hagerty, "Chris Smith crafted these beautiful boats, Chuck Miklos helped bring a community of similar-minded enthusiasts together and Al Schinnerer fulfilled a need that benefited all wooden boat owners." View the hall at www.hagertymarine.com/hof.

Mercury/Quicksilver's New Prop Selector

Mercury Marine recently launched a new tool to allow boaters to select the correct Quicksilver propeller for their boats in five convenient steps. Using a question-and-answer format, the selector guides users to the propeller that is right for them, no matter what brand of outboard or sterndrive. Boaters can use the selector to find the best choice for acceleration, handling, fuel economy, overall performance and top speed. The propellers' features and part numbers are also provided. To try it, visit www.qsprops.com/prop-selector.



Scott Croft (r.) accepts "Golden Glow Award" from ALGOW's Josh Lantz.

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Active Member News

Lydecker Honored With SOBA Award

BWI member and BoatUS Assistant Vice President of Government Affairs Ryck Lydecker was honored with a States Organization for Boating



ing Access (SOBA) Outstanding Service Award in late September. The award is presented to those who

have contributed to improved access on public waters for boaters and anglers. Since 2000, Lydecker has been a member and eventually chaired the Sport Fishing and Boating Partnership Council, whose goal is to support and increase recreational fishing and boating opportunities nationwide.

In 2004, he became chair of the federal Boating Infrastructure Grant (BIG) Program Review Panel. It aims to increase boating access through the building of transient boating facilities around the country, funded through a "user pay, user play" concept - money comes from sales and use taxes paid by boaters and anglers. Lydecker remains a

member of BIG for review of projects such as boat ramps and other launch facilities, and he's evaluated programs for the U.S. Fish and Wildlife Service and Recreational Boating & Fishing Foundation.

D'Antonio Teams With WheelHouse

Writer Steve D'Antonio's Marine Consulting business has entered a joint marketing and cooperation agreement with WheelHouse Technologies that leverages the complementary nature of the two businesses for their customers and prospects. With a large number of shared customers, the two companies are launching new collaborations including D'Antonio's new Marine Systems Excellence Blog, to be available on the WheelHouse home page, www.wheelhousetech.com.

With nearly 25 years of experience as a marine mechanic, electrician, consultant, technical journalist and boatyard manager, D'Antonio has operated his consult-

ing business since 2007. WheelHouse maintains a computerized maintenance management system operating in the cloud for single vessels and fleets. Contact D'Antonio at steved@stevedmarineconsulting.com.

Redesigned Website for Boating World

A redesigned www.BoatingWorld.com was unveiled in early October featuring simpler navigation and a screen that is opened up for easier reading. Including more than 1,000 boat tests, hundreds of boating product reviews and advice from a panel of experts, the expanded site will continue to offer engine updates and tips from the Coast Guard and videos playing a larger role, with dozens of boat walk-throughs, on-camera interviews with industry experts and the foibles of the editorial staff. Readers will have more opportunities to interact with each other and magazine staff and experts.



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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.