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New Year Look Ahead (& Back)

The holidays are here and so is the craziest time of the year for many of us at BWI. But none of us is too busy to reflect and give thanks. At BWI, we are thankful that we still have a strong association in an industry that has been cut nearly in half from what it was five years ago. Neither boating nor publishing have fared well through the recession but those of us who are still standing make BWI stronger.

We're happy to have provided more value to our members by getting more creative with the resources we do have, and to cut costs to make up for resources we do not. We are also glad that we are an association that has absorbed unexpected costs in recent years but has remained solvent with a good cushion of cash at our disposal. And of course, we are thankful for a few good people, which is always what it takes to run any worthwhile endeavor.

Our Executive Director, Greg Proteau, offers some tips he's learned from managing the new writing contest entry process on p. 2. As you know, the contest is digital this year to help cut costs while we all cut down fewer trees and eliminate your need



to copy and mail entries. We extended the deadline to December 31 to give everyone ample time to learn the new process and get their articles into the right format. If you're planning on entering, start now in case you have questions or need extra time to gather your PDFs. And if all the emails that were sent out on this by us landed in your SPAM, go to www.bwi.org, scroll down to BWI News, and click through to get started.

If you get a call from Lindsey Johnson, please volunteer to be a judge. Lindsey has worked on the contest tirelessly for years now and it's a tough job to recruit volunteers to read entries. Reading the various writing styles is a good learning experience and I know that I'm getting something useful out

of it even as I'm giving back to the program.

The top three entries in each category from the 2010 contest have gone to the final round where they are being read by judges from Syracuse University, so that a Grand Prize for the overall winner can be awarded in Miami next year. (See p. 3.)

Speaking of Miami, Mike Sciuella, BWI Chair of the Speaker Committee, is looking for solid ideas on a speaker presentation for the show. Lining up speaking talent is also a tough job so if you have a good topic that will draw a crowd and be informative for our BWI audience, send it to him at msciulla@gmail.com.

We just completed the fourth webinar in the educational series that I introduced almost two years ago. Milton Toby, attorney and contracts guru for the American Society of Journalists and Authors, gave a well-organized, informative and clear presentation on legal issues and contracts on December 15. We expect to have a recording of it up at www.bwi.org in January and if you have questions regarding the presentation, please con-

Continues next page

New Year Look Ahead ... continued from p. 1

tact Milton at mctoby.attorney@roadrunner.com.

The focus on education has been driven by BWI's desire to provide more value to our members and we thank Doug Curtis from Dometic Marine who continues to support our goals. Our first three webinars included Kim Kavin's pointers on how to start a blog/Web site, Diane Byrne's knowledge of promoting your site with social media, and Alan Jones' helpful hints on how to put on a better press event. All four of our presenters deserve a hand as it takes time and effort to do this and

they're all volunteers.

The next webinar will be January 19 at 2:00 EST presented by Alison Yesicimen of Media Cooler, an online resource for writers and editors. While BWI does not endorse Media Cooler nor do we guarantee any results, if you want to investigate how you may be able to repurpose some of your writing and potentially connect with editors beyond the boating industry, tune in.

Finally, remember that we have elections coming up in January. We need 25% of the membership to validate the choices. Please remember to

vote when you receive the ballot and candidate back-grounders by email and think about what it really takes to serve on the board and guide an organization through turbulent times.

Let me know what you'd like to see covered in future newsletters or how BWI can better serve and represent you – contact me at totem-group@msn.com. All of us at BWI wish you and your families Happy Holidays!

Zuzana Prochazka
BWI President

Annual Writing Contest: Update, Tips

Entries are flowing – electronically – into the 17 categories offered in this year's BWI Annual Writing Contest.

Contest managers are encouraging everyone planning to enter to do so well in advance of the December 31, 2011 deadline. Entrants have found the new system to be relatively

straightforward, though some have encountered uploading problems, especially on large files. Several tips:

- When uploading files, use Firefox or Google Chrome which tend to speed the process and smooth the navigation steps;

- Do not include the author name in the upload file name;
- If an error message is received when uploading, double check to make sure that files went through by sending an email to info@bwi.org noting entry category, article title, upload date and upload file name;
- If entries were made through publishers, check with them to be certain they have filed the entries being submitted for you.

BWI members are allowed two submissions to the contest without charge; additional entries are \$25 apiece. Each category will be judged by four BWI members in the first few weeks of the New Year. Cash awards and plaques are presented to the

winners at the Miami International Boat Show in February, 2012.

To access the contest brochure and entry details go to www.bwi.org/download/BWI2011WritingContest.pdf.

Judges Still Needed

With 17 categories in this year's contest, 68 judges are being rounded up to do the reading. Last year's judges are being contacted, though additional judges and alternates are always needed. Judging is a great way to keep up on all the subjects, ideas and current writing that have taken place during the year. To volunteer, contact Contest chair Lindsey Johnson at ljohnson@lakelandboating.com as soon as possible.



Writing Grand Prize to be Awarded

Just in time for Christmas, BWI is announcing that there will be a Grand Prize Writing Award presented for the 2010 Contest Year during the upcoming Miami Boat Show members meeting in February. The recipient is chosen from a field of 48 award winners – the top three entries in each of 16 writing categories – recognized in the 2010 Annual Writing Contest. The award consists of a four-figure cash prize and trophy. Co-sponsors of the Award are Martek of Palm Beach and Overing Yacht Designs.

Judges for this Grand award are faculty at the S.I. Newhouse School of Public Communications of Syracuse University, and all are working magazine journalists:

- Professor Melissa Chessher has more than 20 years of experience in the magazine field as both a writer and an editor. She worked on the launch of *Real Simple*, the largest magazine launch in Time Inc. history, and *Gusto*, a healthy living magazine for Latin American women. She has written for more than a dozen national consumer publications, including *Self*, *Health*, *Marie Claire*, *Fitness*, *Men's Health*, and *Parents* magazines. She teaches classes in magazine writing and editing.

- Aileen Gallagher is a former senior editor for *New York Magazine* online. During her tenure there, she shared several National Magazine



Awards with her colleagues, including General Excellence Online. She led the Grub Street food blog network from 2007-2010. Her writing has appeared in various print and online outlets, including

Vulture, *Bust*, *The New York Post*, *The New York Law Journal*, *Mediabistro*, *TheStreet.com*, and many others.

- Jim Shahin started work as a reporter for the *Austin American-Statesman* newspaper in Texas, went on to become the first politics editor at the *Austin Chronicle*, then a senior editor at *American Way* magazine, where he wrote a long-running humor column. His work has appeared in *Spin*, *GQ*, *The Columbia Journalism Review*, *Parents*, *Parenting*, *Cooking Light*, *Arthur Frommer's Budget Travel*, and *Texas Monthly*, among others. He currently writes the *Smoke Signals* barbecue column for *The Washington Post*.

Thanks to the Sponsors

Overing Yacht Designs (OYD) is a full-service, naval architectural firm niched in the design of tough, luxurious, custom megayachts up to 330-feet. Headquartered on the Gulf of Mexico in Ocean Springs, MS, OYD contracts with shipyards around the world for custom builds. OYD designed the first megayacht built in Mississippi, *Bon Bon*, now *Shogun*, launched in 1993, and also designed the largest motoryacht built in New Zealand, 50-meter *Indiscretion*, now *Noble House*. OYD currently has new builds in Brazil and Turkey. Learn more at www.overingyachtdesign.com; contact Jon Overing at joveringsr@overingyachtdesign.com, 228/235-1881.

Martek of Palm Beach, based in Stuart, FL, specializes in electrical repairs, electronics, engineering and design, and provides marine services for mobile communications, yacht lighting, yacht system monitoring and more. From concept to creation, Martek delivers both superior customer service and product excellence. Clients gain peace of mind knowing professionals have designed, crafted and meticulously installed electronics systems to the highest industry standards. All projects are engineered and documented in accordance with the Installation Standards of the National Marine Electronics Association. For more information, visit www.MartekPB.com; contact David Gratton, President, dgratton@martekpb.com.

Freelance Life: Boat Show Gourmet

By Lisa Overing

The Ft. Lauderdale boat show requires a lot of stamina for the average freelance journalist, almost more than what's provided by chowing down on the scrambled eggs at Thursday's media breakfast even if you devoured the lobster and curried chicken in ice cream cones at the BWI-Hargrave mixer on *M/Y Dreamer* less than eight hours later.

So...where's your next free meal?

It's certainly not at the food court, and I use the term food very loosely. The hot dog stand is not my idea of a-la-carte nutrition. I suppose I've gotten pickier in my finicky middle age. In the New Orleans French Quarter these are referred to as "lucky dogs." The name remains if you survive digesting one of these...franks.

The ptomaine potential alone of the average hot dog stand provides inspiration to draft a news release to the Center of Disease Control on time and temperature abuse, cross contamination and personal hygiene deficiencies.

Food forensics aside, it's terribly expensive and you'll either get sweaty or rainy upon ingesting a smorgasbord of smells among the hordes of the unbathed.

At the food court, the Turkish-American translation for shish kebab is surprise-on-a-stick. Well, at least you can be bilingual between burps.



You might possibly lose your freelance journalist or photog credentials by actually shelling out greenbacks to pay for a meal at boat show. There are alternatives to paying for a substandard meal. Allow me to introduce you to the Lisa Lunch in the builders and designers tent.

Come on in, yau'll! It's cool and comfortable and there's totally free gourmet food, wine, water and soft drinks in this luxurious megayacht world.

I award five stars, my highest praise, to Westrec Marina's ability to consistently rank in one of my three main boat show food groups since 2004.

Delish focaccia bread sandwiches with olive tapenade and hummus spread. So yummy. Generously appointed lean, prime rib cubes surrounded by a treasure trove of roasted garlic and horseradish sauce. It literally melted in my mouth.

I must also recommend Island Global Yachting's big spread, which is a short covered walk from Westrec. Mediterranean vegetable sandwiches, cucumber slices on steroids, and filet mignon complete with savory caramelized onions put IGY Mari-

nas on my mouth's radar map. Actually, IGY Marinas is still on the tips of my lips.

Next to IGY, National Marine Suppliers has beer on tap and coffee to straighten back up. There are luscious chocolate desserts at Yacht Exports' booth. You can wash the chocolate down with their newfangled chilled water that's on tap, the kind you see in fancy beauty salons in California. It's in a cooler with oranges and lemons and stuff that looks like a mojito but is merely the most refreshing aqua ever.

Quantum Marine Stabilizers pours a constant stream of fine vintages that are about one month old so it's always happy hour there. Their booth comes complete with a corkscrew and is adjacent to the U.S. Superyacht Association's non-stop soiree.

All of the exhibitors offering this extraordinary gourmet faire build a tremendous amount of goodwill for their brand image. The Miami Boat Show will be here before you know it. I'm simply salivating at the thought.

Lisa Overing was once a starving, malnourished freelance writer who's now fat and happy. She is first vice president of BWI's board of directors and previously wrote under the byline Lisa Hoogerwerf Knapp. Contact her at LisaMediaLLC@aol.com.

Next Webinar: Re-purposing Work

BWI's webinar series will continue in January 2012 with a presentation by Alison Yelciman, founder of Media Cooler Innovations. Media Cooler has developed an online tool that helps freelancers syndicate their new or previously published content. This may be a way for writers to re-purpose some of their existing work and reach out to publications beyond the boating industry. With MediaCooler.com a freelance journalist can showcase and sell content to publishers around the world. Writers set the selling price

and retain all of the rights to the work. The online marketplace brings editors to writers' work and manages the business process.

Join the webinar on Thursday, January 19th at 2 p.m. Eastern time (1 p.m. Central, 11 a.m. Pacific) to hear how to turn previously published articles into new revenue. BWI members will be provided registration details before the event. This will be the fifth BWI educational webinar made available through the continued support of Dometic Marine which recently agreed to



fund a total of six such presentations.

To view the earlier webinars, "How to Start a Blog for About \$10," "Drive Traffic with Social Media," "Conducting Successful News Events & Product Introductions" and "Sins of Freelance Contracts," they are (or will soon be) accessible at www.bwi.org under the "webinar" tab.

Lauderdale Mixer in Photos

A new addition to the BWI Ft. Lauderdale Boat Show routine this year was a member social hour on the afternoon of the opening day of the show. It was hosted by Hargrave Custom Yachts aboard the 136-foot 2010 Hargrave trideck *DREAMer*. At right, Diane Byrne (l.) is welcomed aboard by Hargrave host Mike Joyce. Other pictures show members enjoying the opportunity to take a short break from show duty. Photos by Lisa Overing.



Active & Associate Member News

Kukla Filming Open-End Cruise

BWI member Ed Kukla and his wife, Chris, are cruising long term aboard their *S/V Freedom*, a 1985 sloop rigged Endeavour 42 Center Cockpit, and blogging and filming videos

along the way. They cast off from Detroit in September originally planning to head east on the Erie Canal, but reports of navigation challenges on that route encouraged them to sail north around Michi-

gan to Chicago and ride the river system down to Mobile. Next legs include rounding Florida, crossing to the Bahamas and then heading up the east coast next summer.

Says Kukla, "Our cruise is open ended. We sold everything and cut the lines. We hope to be able and willing to do this for 10 to 20 years. So far so good! Of course I'm blogging and using my 20-plus years experience as a cinematographer to shoot short boating and music videos along the way and looking for opportunities to do more." The videos are posted at www.facebook.com/freedom_sailing and the blog is at <http://freedom-sailing.blogspot.com>. Email address is ekcine@gmail.com.



Kukla's S/V Freedom now en route to the Bahamas then up the East Coast next spring.

DeMartini & Crew Launch New Website

BWI members Marilyn DeMartini and Tony Esposito have rebuilt PR Power's company website with a focus on answering the question, "What Do Clients Want?" It combines videos, media clips, client endorsements, press releases and photos to highlight the agency team, its field and the work accomplished for its clients. The firm represents clients in boating, motorcycling, water sports, recreation and tourism. Visit www.prpower.biz.

Alzheimers Focus of Member's Work

Brad Kovich reports that Avala Marketing, an agency he works for, has been involved in the launching of the Pat Summit Foundation Fund.



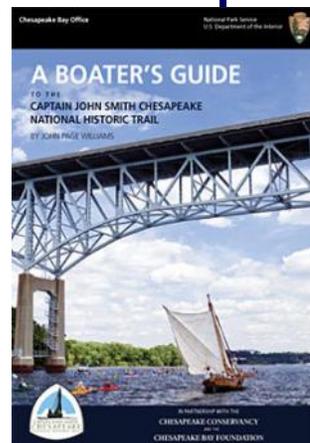
While not strictly marine-related, he says the news may be of interest to those touched by Alzheimer's disease. Summit, the winningest coach in NCAA history, has revealed she faces early onset dementia, Alzheimer's type, and will be working to raise awareness and funds to aid research for a cure. Avala developed the brand strategy, creative design, website to drive online donations and social media infrastructure. For details, visit www.patsummitt.org.

Historic Trail Topic Of New Guide

Described as a "free E-book," an online *Boater's Guide to the Captain John Smith Chesapeake National Historic Trail*, has been written by John Page Williams for The Chesapeake Conservancy. He describes it as a nuts-and-bolts follow-up to the several books on Capt. Smith's Trail designed for any craft from kayaks to trawlers. "It made sense to me to keep it

online, so its information can evolve and update as the Trail develops." Williams says the online format allows for a variety of internal and Web links, including many to Google Earth and NOAA charts. A small boat explorer can print out specific pdf sections and laminate them to carry onboard. To access it, go to www.smithtrail.net/things-to-do/water-trail-adventures.aspx#boaters.

Williams adds that it's part of his job to help other journalists set up their own explorations of the Trail. Those who wish to discuss planning a visit can contact him at JPWilliams@cbf.org.



Supporting Member News

Trademark Renewed for "NMEA 2000®"

The National Marine Electronics Association (NMEA) has been granted a trademark renewal for "NMEA 2000®," the standard that facilitates networking of marine electronics on recreational and commercial vessels. When a company certifies a product, it is allowed to use the logo and assures boaters that it will reliably perform the functions made possible by the standard. The NMEA 2000® Network was developed with participation by a number of companies inside and outside the boating industry, and with the U.S. Coast Guard Research and Development Center. Contact Steve Spitzer, sspitzer@nmea.org.

Cummins, Mercury Adjust Joint Venture

Mercury Marine and Cummins will transition from their Cummins MerCruiser Diesel Marine (CMD) joint venture to an arrangement between the two companies to serve the global diesel marine market. All business activities will move from CMD to the parent companies, with completion of the transition anticipated by mid-2012. Cummins and Mercury Marine will each utilize their respective parent company resources to develop, manufacture, sell, distribute and service diesel engines, drives, pods and related parts, accessories and services. For details, contact Steve Fleming, Steve.fleming@mercmarine.com.

Podlich Named New President of BoatUS

Former Vice President of Government Affairs Margaret Bonds Podlich has been named President of Boat US. Her promotion comes after the boat owners group recently lost its former President, Nancy Michelman, to a courageous battle with cancer. Podlich began at the association in 1994 as the Director of the former BoatUS Clean Water Trust, now part of the non-profit BoatUS Foundation for Boating Safety and Clean Water. She was promoted in 2005 to the government affairs position. Podlich is a life-long boater, raised in a sailing family. In 2006, she was also a member of the three-woman Yngling Team Cronin sailing crew that competed for a place on the US Olympic Sailing Team for the 2008 Beijing Summer Games. Contact Scott Croft, SCroft@BoatUS.com.

Waterfront Challenge Winners Announced

In a ceremony at the Fort Lauderdale Boat Show, the Rozalia Project For A Clean Ocean received a \$20,000 check as the national winner of the 2011 Interlux Waterfront Challenge; five other organizations received checks of \$4,500 each as the regional winners. The Vermont-based Rozalia Project utilized a state-of-the-art, remote operated underwater vehicle to assist nearly 1,400 people to remove over 4,400 pieces of marine debris from

the sea floor in eight New England locations. The funds will enable Rozalia Project to keep cleaning up waterways and reaching out to people of all ages to be part of the solution. For details go to www.yachtpaint.com/LiteratureCentre/wfc-winners-2011.pdf.

Vampires Warm To Limited Edition Boat

Even though most vampires fear a silver bullet, Chris-Craft's 20-foot limited edition Silver Bullet runabout was chosen for the movie, "The Twilight Saga: Breaking Dawn - Part 1," released in mid November. It's featured in the "honeymoon" scenes between Edward Cullen (played by Robert Pattinson) and Bella Swan (played by Kristin Stewart) where they cruise off to a private island on the Brazilian coast. The boat can be built with optional 300-h.p. Mercury or



Volvo engines, but only comes in one color. There will be 150 of these boats manufactured and made available world-wide; 108 remain available. Contact Kirsten Pedersen, kirsten@chris-craft.com.

Calendar & Events



Miami Innovation Entries Due January 18

NMMA will recognize innovative boats and consumer products at the newly-named Progressive Insurance Miami International Boat Show & Strictly Sail Innovation Awards February 16-20. Produced by NMMA and judged by BWI, the 2012 Awards will be presented during the Industry Breakfast on the 16th. Up to 14 new products, plus one Environmental Award, will be recognized. Exhibiting compa-

nies may submit products for consideration; deadline is January 18. For details go to www.miamiboatshow.com/exhibitors/promotions/awards.aspx.

Class Teaches Women Fish Tech

Betty Bauman's 2012 "Womens' Fishing University" series encourages women to enter the sports of fishing and boating by providing a fun, non-intimidating atmosphere for women to learn. The series offers a weekend of activities for women to learn spin casting, conservation, net casting, gaffing, boat handling, backing a trailer rig and heavy-duty reeling. Florida locations and dates in '12 are Naples, March 16-18; Ft. Lauderdale, April 20-22; Stuart, May 18 -

20; and Islamorada: Nov. 9-11. For details visit www.ladiesletsgofishing.com.

New DIY-er Feature at NMMA Boat Shows

NMMA announces Fred's Shed, bringing a new interactive educational experience to its shows for visitors interested in maintaining, repairing or upgrading boats and engines. It adds a component for do-it-yourselfers interested in an advanced level of learning. Free, daily seminars and talk-show format clinics will cover fiberglass repair and fuel economy to installing marine electronics and general detailing. Seminars will be led by "The Boating Guy" and a Certified Marine Service Technician. For more go to www.nmma.org/news.aspx?

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Welcome New Members

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●Patrick Cuty, Freelance
Writer, Kiln, MS

●Louis Postel, Freelance
Writer, Lexington, MA

Supporting Member

●Whale Water Systems,
Sheila Roberts, Marketing
Executive, Manchester
Center, VT

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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.

