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## Considering A Digital Contest

Though it's still months away, the BWI Board and Annual Contest Committee, chaired by Lindsey Johnson, has started to investigate the possibilities of moving away from an all-paper to electronic image submission routine for our big event. In the latest round, BWI spent more than \$2,000 for shipping. This, of course, was after members spent plenty of their own money copying then shipping entries to the main collection point. From the "green" perspective, doing away with the copies, envelopes, and fuel spent on transportation seems to be the right thing to do.

There are many questions on how such a change would affect members from perspectives of entering and serving as judges for the contest. Whether the change could be accomplished this year is another major consideration.

In our discussions on the subject, two concerns seem to be at the top of the list. The first is how easily entries could be collected, sent, managed, stored and re-accessed. An offshoot of this is if and how entrants can acquire their stories (e.g., will publications allow them access) and then alter electronic copies to meet current rules about obscuring author name and publication details. Number two



question reflects how members read: many say they don't like to read online or on their monitor screen, but prefer perusing paper and often print electronic documents to do so.

Other writer groups with much larger contests have been running theirs electronically for years, so the mechanics appear to be solvable. Also, BWI has altered the rules for the "Original Online Contest" category to allow judges to see who the author (and website or blog) is, because hiding that information is impossible.

In any event, watch your email box for a survey to provide feedback on your views of these and other issues about going to an electronic contest. If anyone has experience in going the E-route, please get in touch with Greg Proteau at [info@bwi.org](mailto:info@bwi.org).

### Remember to Visit BWI's LinkedIn Site

Several interesting discussions have been recently bubbling along on the BWI LinkedIn portal. Mike Sciulla has found another link of interest on "The Future of Journalism," Alan Jones has attracted close to 30 comments on his search for pointers to help manufacturers deliver useful news to marine journalists, and Diane Byrne continues answering questions resulting from her webinar on "Understanding Social Media." If you haven't been following these, a trip to [www.Linkedin.com](http://www.Linkedin.com) would be worth your time.

If you have a question for other writers, want to pass along an interesting link or start a discussion, go there and log in. Close to 230 members have signed up (if you haven't, send a "request to join" notice through the site). Networking is a big benefit of your membership and LinkedIn helps us when we can't meet face-to-face.

As always, you can send me comments, suggestions, or questions at [totemgroup@msn.com](mailto:totemgroup@msn.com).

*Zuzana Prochazka*  
BWI President

## Free Tuition to ABYC Tech Webinars

The American Boat & Yacht Council (ABYC) is reaching out to the BWI membership with the offer of free tuition for its educational webinar series. Says BWI member Ed Sherman, who also serves as ABYC's Director of Curriculum Development and Delivery, "Our webinars are a great way of learning without physically having to leave your workplace or the comfort of your home. You can even use a smart phone or device while on travel to learn as you go."

Upcoming Technical Webinars will include "Basic Electrical" with Kevin Ritz on May 12 and "Lead Acid to AGM Battery Conversion" with Dwight Escalera on May 25. The regular rate for an ABYC webinar is \$49 per site with unlimited live access to that site for ABYC members; \$69

for non-members, which includes an opportunity to view the recorded webinar for an additional 30 days at no additional cost. Check the ABYC Education Calendar at [www.abycinc.org/calendar/index.cfm](http://www.abycinc.org/calendar/index.cfm) for additional description and registration for webinars planned in later months. BWI members need to identify themselves as such when registering.

ABYC is a not-for-profit 501c(3) organization established in 1954 to develop marine standards for the design, construction, maintenance and repair of marine boats, yachts and government and commercial craft and has evolved into a world recognized viable alternative to mandatory government



regulation of the marine industry. A Supporting Member of BWI, it is committed to educating the marine industry and consumers about the benefits of using ABYC certified marine professionals to ensure that safety is a priority in the building, maintenance, repair and surveying of boats. Find more information at [www.abycinc.org](http://www.abycinc.org).

## Higher Ethanol Levels A Concern

Marine, auto, motorcycle, outdoor power equipment, personal watercraft and snowmobile groups filed a petition in March asking the Environmental Protection Agency (EPA) to ensure the continued sale and availability of gasoline blends of no greater than 10 percent ethanol (E10) for the 400 million engine products used by tens of millions of people every day in the U.S. These products were not designed, built or warranted to run on any fuel containing more than ten percent ethanol. The groups are concerned that retailers are not prepared to offer both E10

and E15 at their stations, and given the choice, may opt to offer E15 only.

"Misfueling is our prime concern, and we foresee that consumers will be forced to fuel with E15 unless EPA requires stations to carry both legacy [E10] and new E15 fuels," said Kris Kiser, speaking on behalf of the organizations. "Many stations may not be equipped to accommodate an additional fuel, leading them to choose between E15 and E10 fuels – and E15 will likely win out since it may be more profitable for them to carry. This means consumers might have

no choice but to fuel with E15, and there will be little to prevent them from misfueling."

The petition for rulemaking, filed with the U.S. EPA, says that with a partial waiver ruling, EPA cannot assure E10 fuel will be available for legacy fleet, and therefore, the petitioners request that EPA, consistent with prior precedent, ensure continued consumer choice by requiring the continued sale of gasoline blends of no greater than E10 fuel.

A detailed fact sheet on the joint petition filing can be found at: <http://members.opei.org/news/detail.dot?id=12146>.

# Supporting Member News

## RBFF Site Takes Social Webby Award

"Fishington - the Boating & Fishing Capital of the Internet," has been selected as an Official Honoree in the Social Network category in The 15th Annual Webby Awards, the Recreational Boating & Fishing Foundation (RBFF) announced. The [www.TakeMeFishing.org](http://www.TakeMeFishing.org) campaign's social networking site for boaters and anglers, which now claims more than 100,000 members, was among the top 10 percent of all work entered that exhibits remarkable achievement. The site provides boaters and anglers "how to" and "where to" information to help plan a day on the water. The 15th Annual Webby Awards received nearly 10,000 entries from 50 states and more than 60 countries worldwide.

## KVH Service is Tops

Dealers who sell TracVision® and TracPhone® products from KVH Industries recently rated the company's service as "world-class" for the sixth consecutive year. Omega Management Group, which conducted the survey, develops and implements customer and employee experience management strategy programs in such categories as technical support, field service, customer service and account management. In 2010, KVH revamped its Partner Portal for certified dealers and introduced the new [www.kvh.com](http://www.kvh.com) for owner access to a product support library and technical

support. Contact Chris Watson, [cwatson@kvh.com](mailto:cwatson@kvh.com).

## Xantrex Powering Third World Projects

Xantrex Technology USA Inc., a subsidiary of Schneider Electric, continues supporting projects and missions that improve life through electrical power. The company recently partnered with HESentme, a non-profit organization dedicated to improving the quality of life for people in developing nations. A Xantrex powerpack is in use in the remote African bush village of Balembar with plans to assist other projects. In 2010, Xantrex partnered with the Planetary Coral Reef Foundation and Floating Doctors Mobile Medical Clinic, among others. Contact: Wanda Kenton Smith, [wanda@kentonsmithmarketing.com](mailto:wanda@kentonsmithmarketing.com).

## FLIBS Parent Acquires BoatQuest.com

Active Interest Media has acquired [www.BoatQuest.com](http://www.BoatQuest.com), an online classified site for buying and selling boats. AIM's other marine properties include Yachts Magazine and Show Management - presenter of five of Florida's largest boat shows - to create a multi-medium marketing organization that covers online, print and boat show promotion. AIM, formed in 2003 by Wind Point Partners and Efreem "Skip" Zimbalist III, focuses on enthusiast magazines and related consumer shows, Internet sites, and books. Founded in 1999,

BoatQuest reports close to 400,000 monthly visitors. "By combining online media with major boat shows and a traditional yachting magazine, our goal is to provide a new level of cross-promotion," said Mike Dickman, general manager.



## NMEA Adds Specialist

The National Marine Electronics Association (NMEA) announced that Mark Reedenauer has joined the organization as Documentation Specialist. In the newly created position, he will be updating the NMEA 2000® database, the NMEA 0183 specification, and training documents. Reedenauer brings 12 years of experience in the marine electronics industry, most recently serving six years as product marketing manager for Airmar. Visit [www.NMEA.org](http://www.NMEA.org).

## Home Port 10th Year, Gains New Account

Marine misting systems manufacturer Mist-er-Comfort, Inc. of Winter Springs, FL has chosen Home Port Marine Marketing, the international marine products consultancy, to provide distribution network development, publicity and promotion for its product line. Home Port is celebrating its 10th anniversary in 2011. For details email David Pilvelait, [david@homeportmarine.com](mailto:david@homeportmarine.com)



# Calendar & Events

## BWI OFFICERS

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### Trawler Fest West

Trawler Fest, produced by PassageMaker Magazine, a celebration of the cruising-under-power lifestyle, will take place May 12-14 at the Cape Sante Boat Haven in Anacortes, WA. Seminars, offered at 8:30 a.m. and 10:30 a.m. daily, will include "Confessions of a Galley Slave," "Practical Considerations for Spare-Parts Outfitting," and anchoring and cruising Alaska. Trawler Fest University will precede the boat show on May 10 and 11 offering a variety of two-day courses that provide hands-on, in-depth looks at specific boating topics. Visit [www.trawlerfest.com](http://www.trawlerfest.com).

### 10th Annual Women's Sailing Conference

The National Women's Sailing Association will hold its 10th Annual Conference June 4 at the Corinthian Yacht Club in Marblehead, MA. BoatUS is the event's primary sponsor. Women can learn or enhance their skills in recreational sailing through seminars, featured speaker will be NWSA founder Doris Colgate of Offshore Sailing School, and the Leadership in Women's Sailing Award will be presented. To register and get more information, visit [www.womensailing.org](http://www.womensailing.org).

### Newport J-Class Race

The first J Class Regatta in 80 years will be held in Newport, RI this June 15 – 19.



With a minimum of 3 yachts whose average length is 138' and whose masts clear the Pell Bridge, these professionally sailed and elegant boats will be quite easy to see. For information contact Jock West, 401.640.3416, [jock-west@cox.net](mailto:jock-west@cox.net)

# Welcome New Members

Membership details, benefits and applications can be found at [www.bwi.org](http://www.bwi.org) under the "Join" tab, or send an email to [info@bwi.org](mailto:info@bwi.org).

Dues payments can now be attended to on line by scrolling toward the bottom of the "Join" 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.

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

### Active Members

- Lawrence Goldberg, Writer/Author, Merritt

Island, FL

- Wally Moran, Writer/ Videographer, Collingwood, Ontario

### Supporting Member

- Chris-Craft Corp., Kirsten Pedersen, Marketing Manager, Sarasota, FL

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.

