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Benefit Review & Recruiting

It's May and it's time to think about getting out on the water, but wait, there are a few housekeeping items I'd like to address before we all scatter to the far and watery corners for the summer.

The next two webinars on deck include one on "Effective Writing for the Web" and one on "Legal Issues for Writers in a Changing Environment". If you or someone you know are especially well versed in either subject, please let us know. We're looking for experts in these fields who can help bring educational benefits to our membership.

For anyone who missed this bit of added value in our March newsletter, Alan Wendt has brought us a BWI member benefit with a \$200 value. We've made a digital file of the BWI logo and it's available to download so you can have it applied to apparel of your choice. Just email a request for the logo file to info@bwi.org and you won't have to pay the steep digitization charges.

If you haven't already done so, please take the BWI Annual Contest survey sent to you recently. It's a short, 12 question, online poll to help us understand how to implement our annual writing con-

BOATING WRITERS INTERNATIONAL

Supporting Member Benefits



"Best media relations investment in the boating industry"

Capt. Joe Frohnhoefer
Chairman/CEO
Sea Tow Services
International Inc.

Connect with over 300 boating journalists who cover every aspect of boating in North America and around the world



Supporting member Dave Gaston (L), chairman of the National Marine Electronics Association, presents writer/blogger Ben Ellison with a Writing Contest award as BWI President Zuzana Prochazka looks on.

The past few years have created challenges and new opportunities to craft fresh solutions for both the boating and media industries as they redefine themselves in this new world economy.

BWI represents more than 300 writers from traditional print magazines, websites and newspapers to the evolving forms of social media. They are the front-line communicators of issues of importance to consumers, tradespeople, world boating organizations, governments and those who simply wish to "mess about in boats." BWI members keep leading and emerging boating and fishing products and services in front of boating enthusiasts and prospects. They "live boating and fishing," and care about their vitality, resources and people.

Budgets are tight for everyone, and that's why Supporting Membership of \$175 is a tremendous value. The cost of meeting with individual writers in their respective markets to build a relationship and garner exposure has become cost prohibitive.

Our exclusive web site, www.bwi.org, is a solid resource for Supporters in developing targeted press lists, and contact information for writers who provide specialized coverage in your field. In addition, you'll have access to other supporting members, who like yourself, represent the varied component companies who make up the boating industry.

continued

ready to do the third in our series of educational webinars. In June, he will share his findings on how businesses can best interact with writers to get more visibility and better articles to highlight their products and services.

Alan is bringing the writer's perspective to the press/business interface in order to build better relationships and make the process more efficient as well as effective. We'll send out emails with details when scheduled.

Finally, a reminder that our annual directory is coming out this summer and if you don't pay your 2011 dues by the end of June, you won't make the cutoff for a listing. You can review your benefits and find related forms on the "Join" page a www.bwi.org. Also on that page is an easy way to pay dues via PayPal. If unsure about your status, send an inquiry to info@bwi.org.

Phew! That's it for now, let's all go have fun. As always, you can send me comments, suggestions, or questions at totemgroup@msn.com.

Zuzana Prochazka
BWI President

test electronically and make the process more efficient and cost effective. Some early readings and a link to the results are on the next page.

We are working to bring more Supporting Members into the BWI family and have created a [brochure](#) and posted it on the website. The piece reviews member benefits for marine businesses or organizations that can join BWI and we encourage you to share this literature with those you feel might be prospects. If you have a manufacturer or organization in mind, you can forward their name to me or Greg Proteau and we'll follow up with them.

And speaking of Supporting Members, Alan Jones is getting

Members See Logic of E-Contest



BWI's recent survey asking members to comment on changing the Annual Writing Contest from one based on paper to electronic image submissions had high participation and lively commentary. At press time, 73 people had taken the survey and 42 had additional comments. Of the 73, 49 had entered the Contest in the past three years and 31 had served as judges; last year's Contest had 146 entrants and 48 judges.

Both entrants and judges said participation was not easy, but worth doing. Most said gaining access to and obtaining electronic image files would be relatively easy, either directly from the source or by scanning hard copies.

Most also have access to software that allows working with or manipulating electronic files or said they would be willing to learn if they didn't know currently. In terms of altering the image files, most aren't sure if they have that capability. As far as accessing large files, most believe they can.

Other interesting responses and ideas included:

- An environmental thread runs through responses – save trees; secondarily, save shipping costs.

- Obscuring names and publications: about a 50-50 mix, but generally a willingness to move beyond. Several said it simply doesn't matter.

- Reading paper vs. online: a

defined group likes paper; one idea is to do a quick read on line, then print favorites for thorough reread.

- A number of helpful suggestions regarding technology, but sometimes conflicting: e.g., one respondent said you can't redact author names while another said it's easy with certain software programs.

- Ditto storage: there were offers to help find a solution; others said way too complicated to keep track of stories. The initial idea here would be to ask entrants to direct articles to the correct category "folder" set up somewhere in cyberspace.

[Click here](#) to access the survey results.

Join "Welcome to Water" Campaign

Discover Boating recently unveiled marketing plans to reignite the brand with a new U.S. and Canadian campaign, titled Welcome to the Water.

The campaign aims to tap current boat owners to help engage those new to boating. It is also designed to

increase traffic to DiscoverBoating.com North American websites. The enhancements mark a new chapter in industry efforts to promote the boating lifestyle and improve the experience.

"By merging the passion and knowledge of current owners with the enthusiasm and desires of people who

haven't taken that step, Discover Boating is seeking to create something more than an ad campaign - it's a movement towards boating," says Carl Blackwell, chief marketing officer for Discover Boating and NMMA.

Campaign highlights for 2011 include:

- Welcome to the Water Facebook Invitation Planner: This new tool (available in early June) is designed for boat owners to invite their friends out on their boats, helping more people get out on the water. As guests accept the invitation, it will be posted on their Facebook pages and news feeds, creating viral messages.

- New "Get Off Your Dock"

Guide to Boating: An evolution of the Get Started in Boating DVD, this digital brochure features nine "chapters" to help potential buyers decide which boat is right for them and addresses first-timers concerns (i.e., storage, trailering, maintenance, etc.).

- Fresh Look for Industry Website: An overhaul of GrowBoating.org was undertaken to align with the new campaign. It's now easier for industry stakeholders to take advantage of DB digital tools and web resources.

Click here for a [webinar](#) describing how to get involved and join the "Welcome" movement. For more information contact Kelly Kaylor, kkaylor@nmma.org.



BWI Member News

Saltwater Fish Site Expands, Adds Features

Said to be saltwater fishing's largest online community, www.bloodydecks.com has announced the launch of its new site, www.bdoutdoors.com. An expanded format has



in-depth articles and product reviews, featured columnists, multimedia

viewer, recipes, forums, destination features, video galleries and more.

Started by two Southern California fishermen who wanted to create a fishing forum where they could speak their minds, the site reports attracting 300,000 unique visitors each month. BWI member Charlie Levine was hired to lead the editorial development. He was recently senior editor of *Marlin* magazine.

Yachtbuilder Int'l Issues 4th Edition

Editor/publisher Phil Draper talks about how his consulting division has become a revenue source and provided a competitive distinction for *Yachtbuilder International* magazine in his "On Course" editorial page in the newest edition. He also advises that the latest number can be read on iPads, Androids and other tablet devices, but notes a computer/laptop and broadband connection is needed for the videos and slideshows to work. Visit www.yachtbuilderinternational.com.

ZF Has New Client for Transmissions

ZF Marine has partnered with Ilmor Marine as the exclusive supplier of transmissions for recently announced Ilmor powered MasterCraft products. ZF will supply its 45 and 63 series transmissions, produced in Padova, Italy to Ilmor for packaging and line side shipment of the powertrain to MasterCraft's production facility.

In a separate announcement, ZF reported it is now the North American distributor for Velox Plus antifouling paint specifically designed to be used on underwater metal. Previously unavailable in North America, Italian based Marlin yacht paints made the appointment. Contact Martin Meissner, martin.meissner@zf.com.

Virtual Boating Added to Foundation Games

A new downloadable BoatUS Boating Simulator, provided by the BoatUS Foundation for Boating Safety and Clean Water, aims to use animation, simulation and video to keep boaters on the virtual "water" anytime - and teach them how to navigate through congested and sometimes treacherous waters. During the game's voyage, players must use all of the tools at their disposal to navigate around aids to navigation as well as shallow water and other vessel traffic. Along the way they could be penalized for violating speed zones, approaching too close

to another vessel or navigating out of bounds. Two additional games previously available, DockIt! and NavigatIt!, teach docking and navigation skills respectively. All Foundation games are provided at no cost at www.BoatUS.com/Foundation/games.



Boat US Foundation's new boating simulator

Dometic Comments on No Discharge Plan

Dometic Marine has responded to the United States Environmental Protection Agency's (EPA) recently proposed additional No Discharge Zones in the Boston, MA and New York areas. Once formalized, within such designated areas the discharge of all boat sewage is banned and boaters must dispose of their sewage at pump-out facilities. The company said its SeaLand® systems that combine a holding tank with Vacu-Flush® toilets use about 33% less water than traditional marine toilets allowing more flushes before the holding tank reaches capacity and requires pumping out. Dometic publishes a clean water advisory resource, 'Cleaning Up Our Waters', available at www.dometic.com/cleanwater, offering boat owners advice on sanitary systems.



Boat Participants Grow in '10

Statistics in NMMA's 2010 Recreational Boating Statistical Abstract estimate that 32.4 percent of U.S. adults, or 75 million people, participated in recreational boating. This is the highest level since 1999 when 33.4 percent of adults were participants and an increase of 14 percent over the recessionary 2009, which saw 65.9 million boaters. There are 17 million boats estimated in use in the U.S.

Overall, recreational boating retail expenditures for boats, engines, trailers, accessories and services totaled \$30.4 billion in 2010, a one percent decline from 2009.

There were 1,118,130 power and sail boats sold in 2010 (not including canoes and kayaks), a four percent decrease compared to 2009. New boats accounted for 188,230 of sales in 2010, a decrease of ten percent com-



pared to a 35 percent decrease in the previous year. Pre-owned boat sales numbered 929,900, a decrease of 2.4 percent.

Aftermarket accessory sales increased six percent to \$2.4 billion (from \$2.3 billion in 2009) and spending per boat averaged \$147 for 2010, also up six percent from 2009. Boaters operating costs (insurance, docking, fuel, maintenance and boating outings) increased by 3.6 percent from \$8.4 million in 2009 to \$8.7 million, and new boat trailer sales rose by 15 percent, from \$88 million

to \$102 million in 2010.

"Despite decreases in new boat sales last year, the industry remains alive and well as existing boaters took to the water in record numbers," notes Thom Dammrich, president of NMMA. "We expect boaters to continue boating this summer as economic indicators which impact boating habits, such as consumer confidence and consumer spending, are faring much better than they were three years ago when we last saw \$4 per gallon fuel prices. For most boaters, good weather and favorable boating conditions typically overshadow fuel prices when it comes to determining whether to get out on the water."

For additional detail, see the [press release](#) or contact Ellen Hopkins, [ehopkins@nmma.org](#).

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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

- Wayne Canning, Freelance Writer, Wilmington, NC
- Donna Ferron, Writer & Author, Honey Brook, PA

- Gail Rice, Freelance Writer & Columnist, Freeport, ME

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.

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.

