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Webinars, Charities, Varnishing

We're well into summer now, I know, it's hard to believe. But even if many of us may be wishing we were on the water, most boating writers are hard at work at their keyboards. So let me be no exception and update you on a few things BWI has going on.

My first point highlights two more educational webinars on the horizon. The first will be on June 29, when BWI Board member, Alan Jones, will lead an informational online presentation on how the press and marine manufacturers can work better together. Since this will be of benefit to our associate members but also to marine businesses, we are opening attendance up to marine manufacturers and boat builders who would like to learn how to communicate with the press for more comprehensive and effective coverage for their boats and products. I have reached out to the NMMA and they have included the information in their online newsletter *Currents*, and we welcome all who want to join.

The second webinar is scheduled for mid-September and will focus on legal issues facing writers in today's environment. Kim Kavin has brought us a legal resource



from her association with the American Society of Journalists and Authors who has graciously agreed to share his expertise. Milton Toby will be presenting on a variety of topics including the negotiation of contracts. But other subjects will be covered as well.

For example, my question is: "Does a writer's LLC really protect his/her assets when written copy leads to litigation?" I'm sure there are many others out there. Please forward me your questions so that we may have a more prepared speaker and therefore a more effective educational session for our membership.

My second point today focuses on charity. I read this week how Design Awards METS is working with a Dutch charity called Stichting Sailing Kids Foundation that

helps arrange free trips aboard a schooner for sick children. Board member Alan Wendt suggested that perhaps there is a way for BWI to become involved with the Ronald McDonald House, Make a Wish Foundation or other charity. In these tough economic times, donation money is tight everywhere but perhaps there is a more creative way for BWI to get involved and give back. After all, we work in an environment envied by many. Alan will be posting on LinkedIn to start the ball rolling so please share your ideas. Read more on his quest on page three.

Finally, if you're reading this newsletter and you haven't paid your 2011 dues, well, what can I say? It's well past time and BWI depends on members like you. See more information on page six.

As much as I'd like to say I'll see you on the water this weekend, it's more accurate that I might see someone on the dock as that's where I'm heading with my can of varnish. At least it's on a boat.

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

Zuzana Prochazka
BWI President

Webinar: Improving News Events

BWI's next webinar, designed to bring writers and vendors together to improve press coverage of new marine products and boats, is set for June 29 at 2 p.m. Eastern time (1 p.m. Central, 11 a.m. Pacific).

The idea for the presentation emerged from a meeting of the BWI Directors where concern was expressed over the high volume of news conferences and product introductions at boat shows making it difficult for writers to participate and glean all they needed from marine manufacturers. Better planning as well as plain-speak leads to effective presentations.

BWI's LinkedIn member forum produced suggestions from more than 20 writers on the best ways to get mind-share for new products. In addition to show-based conferences, the writers offered suggestions and critiques of destination press trips, hands-on boat tests, and product reviews.

That input led to the out-



line of the webinar:

- The need to keep presentations brief, focused, factual, useful, and if appropriate, quantitative.
- Learning to test the concept from a reader/subscriber perspective and ask, "Is this helpful or interesting?"
- Writer preference for take-away formats - paper releases, flashdrives, or other packaging to best disseminate news.
- The practice of handing out "chotzskies" and if so, what's appropriate?
- A reminder to focus on video and how to prepare to "be recorded."

- Honoring appointments and allowing enough time for reviews or tests.
- When enough information is enough and how to minimize the "marketing speak" for better results.

BWI Director, commentator, and columnist, Alan Jones, will lead the webinar based on long-term experience of reviewing and writing about boats, new products, and the boating and fishing lifestyles. Jones is the executive editor for *Boating World Magazine* and a contributing editor for *Sea Magazine*, a photographer and videographer. He has served as a judge for NMMA's Innovation Awards and been recognized seven times in the annual writing contest.

All BWI members are invited to the webinar. To sign up, click here: www.l.gotomeeting.com/register/159740849.info@bwi.org.

BWI's first two webinars, "How to Set Up a Blog" by Kim Kavlin and "Drive Traffic with Social Media" by Diane Byrne are now posted under the "webinar" tab at www.bwi.org.

Advertising Offered in Directory

BWI will be accepting advertising in the BWI Annual Directory and reference guide published this summer. The Directory is distributed to all current Active, Associate and Supporting members, numbering approximately 400, with another 50 to 70 copies distributed during the year as new members sign on.

In addition to complete

details provided for all members in both alphabetical and geographical listings, additional material covers BWI's Code of Ethics, Writing Contest Winners, members joining in the past year and more.

The Directory has moved to a PDF format to save production and distribution costs. As such, pricing has also been reduced to \$250

per full page (7w- x 10h-inches) or \$150 per horizontal half-page 7w- x 5h-inches), available in those units only. These prices are only available to Supporting Members. Materials will be needed in early August. To reserve space or for more information, contact Executive Director Greg Proteau at info@bwi.org, 847/736-4142.

Blowing Our Own (& BWI's) Horn

by Alan Wendt

One of life's ageless pleasures is blowing the horn on a boat. When my kids were pre-schoolers, permission to press the little red button on the helm proved better than the promise of ice cream for being quiet. Later they were in awe as three short blasts signaled the bridge tender for an opening. Oh, the power of halting traffic on a busy Saturday morning!

I may still be slightly deaf from the backup handheld air horn my son used to signal his appreciation following a raucous 4th of July waterfront fireworks show.

Outbidding to Blow

This summer, my 27 year old daughter, Ryan, stepped up the competition by outbidding fellow passengers aboard Royal Caribbean's Voyager of the Seas for the privilege of blowing the ship's horn. The donations to the Make a Wish Foundation helped raise money to extend a weeklong vacation at sea for the family of a child with a life threatening illness.

Every year at METS in Amsterdam, the entry fees for the DAME (Design Awards), go to a charity. This year Stichting Sailing Kids (SK) - a Netherlands based charity that organizes sailing holidays for seriously ill children and their families - will receive the DAME donation.

SK, arranges free of charge six-day trips aboard either a rented vintage schooner or clipper and in addition to

offering optional on-board activities and full catering, provides a fully qualified volunteer medical team to care for the seriously or chronically ill children on board.

Member Input Wanted

As the BWI Board of Directors looks for ways to call attention to our organization and Annual Writing Competition, I wonder if there is a charity tied to the marine industry that members could get behind and support. We all have a voice, some in ink, others digital, where we can make a significant impact, and at the same time, extol the virtues of boating. Certainly our industry needs the help.

One cause to consider is the Ronald McDonald Children's Charities in 52 countries and in particular the 306 Ronald McDonald Houses (RMH). Their website mission statement is succinct:

"Many families travel far from home to get treatment for their seriously ill or injured children. Often, it can be a long time to be away from home, or to divide a family. And, for children facing a serious medical crisis, nothing seems scarier than not having their mom and dad close by for love and support." RMH provides hotel like accommodations, family rooms, meals for families, and emotional support when their children need them the most.

Tying in to Industry

One RMH fundraiser duplicated in many markets is a fishing tournament. Fishing + boating + kids, what's not to like? I know there are many other worthwhile charities and I hope you'll share them with the BWI Board.

BWI needs to blow our own horn, and adopting a cause for the right reasons may be one of the most rewarding ventures we consider.

Alan Wendt has been a boat owner and active member of BWI for nearly two decades, is a current Director, and has volunteered his time as a writing contest judge and Innovations Awards judge. He is the editorial director for Marine CEO magazine and publisher of two custom lifestyle boating publications, Adventures and Getaways! Contact him at

Alan@wendtproductions.com.



Active & Associate Member News

Capt. Lou Marks 1,000th Broadcast

Capt Lou Gainor, host and creator of award winning "Nautical Talk Radio," announces the 1000th program on Boston-area radio station 95.9FM WATD will broadcast 11 a.m. to noon on Sunday July 3rd, 2011. For nearly 20 years, listeners have heard what has happened in and on the ocean, in the region, and around the world. Every week, "Nautical Talk Radio" features the latest scuttlebutt and nautical news. Celebrity guests who have participated on the program include Billy Joel, Florence Henderson, Paul Sorvino, and Capt. Syg Hansen of TV's "Deadliest Catch." Also heard on the program are legislators and commercial fishermen. For details visit www.NauticalTalk.com.

Triton Owner Works on KID Fundraiser

Marine industry professionals joined more than 400 spinning enthusiast volunteer riders to raise more than \$100,000 to support Kids In Distress of Broward and Palm Beach County (KID) recently. The Spin-A-Thon, now in its third year, has become the signature event for the newly formed Marine Industry Cares Foun-



Mole Telfer (left), Chairman of the Marine Industry Cares Foundation and David Reed. (Photo: Dan Rakofsky.)

ation which has pledged to raise \$250,000 for KID this year. "The marine industry is dedicated to building a lasting connection with the community, and we were motivated in no small part by our relationship with KID," said David Reed, owner of *The Triton* Newspaper. The paper and Show Management were sponsors recognized for their commitment to the event.

Prizes for Ideas on Electrical Systems

Xantrex is seeking content ideas for future columns of its "Tech Doctor" from BWI members and will award products for those resulting in articles: First Prize is a Prowatt SW Inverter 2000, Second Prize an XPower Powerpack 400, and 10 Third Prizes of TC2 USB Chargers. Writers are asked to email ideas of tech columns that they are interested in, or of interest to readers. Send these or questions to Wanda Kenton Smith, wanda@kenton-smith-marketing.com. Tech Doctor articles are available online for reference at www.xantrex.com.

YachtWorld Supports SeaKeeper Efforts

The International SeaKeepers Society reports that the YachtWorld Foundation is on track to deliver their pledge of \$100,000+ in exposure on www.YachtWorld.com for SeaKeepers during 2011. The Foundation has assigned \$100,000 of their pledge to banner ads, showing measurable results –



SeaKeepers Chairman Michael Moore (from l.), Jessica Muffett, and YachtWorld.com and Dominion Marine Media VP and GM Ian Atkins.

reported to be approximately 1.7 million impressions per month and 50,000+ impressions a day. Says YachtWorld.com founder Jessica Muffett, "We've all heard the alarms from mariners around the world who have observed firsthand the declining conditions of the oceans. It is up to us who love and rely on the seas for our recreation, adventure, and livelihood to focus as a team on this problem."

Trawler Fest Success in Pacific Northwest

PassageMaker Magazine's Trawler Fest concluded its fourth Anacortes, WA event with participation records - 1,470 attendees - and the highest number of exhibitors to date for the show's Pacific Northwest location held at the Cap Sante Boat Haven in May. For the first time since its inception, Trawler Fest University sold out while educational seminars offered twice daily reached maximum capacity. The next Trawler Fest will take place October 6-9. Details at www.trawlerfest.com.

Supporting Member News

Awlgrip Coats Best Rebuilt of Year

The *Atessa IV*, formerly known as *Evergreen* (launched in 1999), was declared the Best Rebuilt Yacht of 2011 at the World Superyacht Awards in May. Her transformation in North Vancouver at the Washington Yachting



Group yard took 3½ years to complete, which included lengthening the vessel from 300- to 330-feet. As a part of the extensive re-fit, the existing coatings were tested for integrity and in many cases removed, before application of approximately 15,000 Gallons of Awlgrip products, including 4500 gallons of primers, and use of the Awlfair® mixing machine to prepare a epoxy fairing compound. Contact Elenor Ekman, elenor.ekman@akzonobel.com.

Towing App Helps Locate Lost Boaters

When a boater gave an inaccurate location of his breakdown to a towing service recently, he was advised to download the [BoatUS Smart Phone App](#) which then pro-

vided the dispatcher the vessel's precise latitude and longitude information. The app reduces towboat response times by using GPS technology built into smart phones, and also adds helpful location and tracking features. Since its launch in February, over 36,000 boaters, sailors and anglers have downloaded it. It can also work with a float plan, allows texting, and gives smart phone users the option of seeing their own location on Google maps (when their cell phone's Internet connection is operable). Contact Scott Croft, SCroft@BoatUS.com.

KVH Explains New Info System Regs

KVH Industries is alerting large vessel owners of the International Maritime Organization's new Electronic Chart and Display Information System (ECDIS) regulations that begin taking effect in 2012. KVH is offering a free white paper, "ECDIS and mini-VSAT Broadband – Next-generation SATCOM for Next-generation Navigation" that explains the new regulations, and the benefits offered by KVH's SATCOM solution, in detail. To download, visit www.kvh.com/ECDIS. Contact Chris Watson, cwatson@kvh.com.

Discover Boating Gains Gold "Effie"

The recreational boating industry's national marketing campaign, [Discover Boating](#), took home the top honor in early June in the Small Bud-

ets-Products category of the 2011 North American Effie Awards. Recognized was the interactive Facebook campaign, "Making Waves," designed to put at-home boating enthusiasts in the virtual captain's chair to experience the joys of life on the water. More than 28,000 people entered the Making Waves sweepstakes, with more than 9,000 opting in to receive the "Get Started in Boating" DVD; and, Discover Boating's Facebook fans grew from 7,000 to more than 39,000 throughout the campaign's eight-month run in 2010. Effie Awards recognize and encourage effectiveness among the marketing communications industry. Contact Kelly Kaylor, kkaylor@nmma.org.

Merc Anglers Take Top Honors

Mercury's Kevin VanDam has won the 2011 B.A.S.S. Angler of the Year title – his seventh such honor – and Ott DeFoe topped Rookie of the Year standings to cap another season on the B.A.S.S. Elite Trail which ended June 21 on Wheeler Lake in Decatur, AL. VanDam of Kalamazoo, MI, became the first angler to take both the Angler of the Year and Bassmaster Classic titles in two consecutive years. He finished ahead of runner up Edwin Evers, also sponsored by Mercury. Mercury anglers took four of the top five spots and six of the top 10 in Angler of the Year standings. Contact Lucas Lauderback, lucas.lauderback@mercmarine.com.



Kevin VanDam

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Last Call for 2011 Dues

All BWI members must have paid 2011 dues to remain in good standing and to be listed in the upcoming annual directory being produced this summer. Dues payment also keeps

access available to the member LinkedIn networking site and newsletter notification system. Members have been reminded about the deadline both by regular mail and

email; a final reminder will be emailed shortly. Those unsure about their status can send an inquiry to info@bwi.org.

Calendar & Events

Superyacht Awards Nominations Due

The International Superyacht Society is seeking nominations from the yachting industry and yachting public by August 19 for its annual Awards of Distinction in the areas of business person of year, distinguished crew, innovations, environment, and leadership. Nomination forms at www.superyachtsociety.org.

Waterfront Challenge Grant Applications

August 31 is the deadline for community organizations to apply for a 2011 Interlux Waterfront Challenge grant. The company will award \$50,000 in grants in October 2011 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 Caribbean. Awards will be made at the Ft. Lauderdale International Boat Show in October. To apply, visit www.waterfrontchallenge.com.

IBEX Redux in Louisville

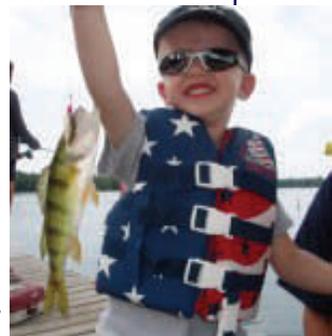
Following a successful show in 2010, the 2011 International BoatBuilders' Exhibition and Conference (IBEX), will again take place at the Kentucky Exposition Center in Louisville. This year, the show will run October 17-19, 2011, and host a seminar series with the largest selection of course material in the show's 21-year history. More than 100 industry authorities will conduct 91 different educational seminars, a 30 percent increase compared to 2010. The show's Technical Series returns, and the Management, Services and Operations Series is expanding with four new course tracks. Registration is open

along with seminar information at IBEXShow.com.

Family Friendly Fishoffs

Billed as a new family-friendly, outboard-only tournament series, the Marine-Max Outboard Invitational Series will be held in four Gulf Coast locations: July 2, Destin, FL; July 30, Panama City, FL; August 13, Gulf Shores, AL; and August 27, Pensacola, FL.

Entry fees will be donated to the Fisher House which supports America's military personnel in their time of need. For details, see www.marine-maxoutboardseries.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.