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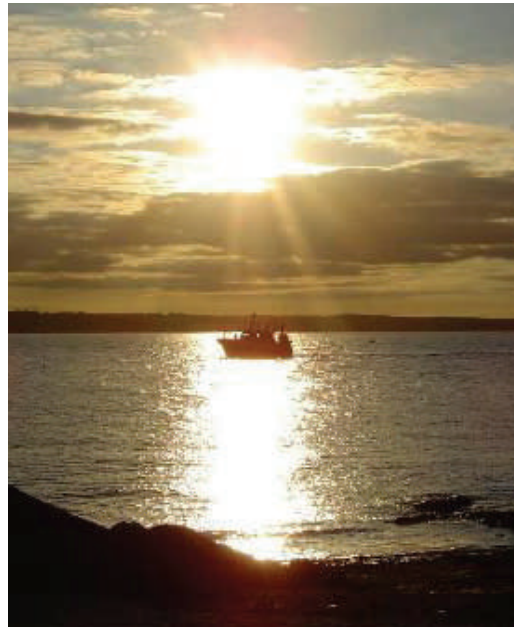
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Summer, Directories, Webinars

I hope you're reading this on a boat somewhere sunny and wonderful. I finally managed to put down the brush and wrench and am getting in as much time on the water as possible even if it is with a laptop on deck. Here are a few items I'd like remind you of as we enjoy what will hopefully be a long and happy summer.

First, I'd like to thank BWI board member Alan Jones for a job well done on his June webinar "Successful News Events & Product Intros." Alan shared with PR agencies and marine businesses how to communicate with the press when introducing new products and services. He focused on how to provide more information to news-hungry writers and maybe even save a little money in the process. Greg Proteau pulled off the webinar flawlessly and without any technical glitches and it will be posted shortly on BWI.org so you can view it at your leisure.

Our next webinar is scheduled for late September and will focus on legal topics facing writers in a changing environment. Writing opportunities are scarce, contracts are tough and online publishing



has changed much of what we used to know about writers' rights. Be sure to join us when Toby Milton of the ASJA shares his expertise about contracts, LLCs, and more.

Next is the BWI Online Member directory. After a long time of listening to me tout an interactive directory where members can update their own information online free and often, you will be glad to know that we've finally arrived at a solution. You should have received an email directing you to upload your information so please take a minute to do that; if you misplace the link, send a request to info@bwi.org (see more

information next page). This is a great way to keep your information current as you add new publishers, books or skills.

Finally, I'd like to pick your collective brain. We've been discussing BWI's possible involvement with a charitable program. This does not mean that BWI has funds to donate, in fact, we're looking for funds to be donated to us. But we do have an organization of people who have access to a lifestyle that

few enjoy and many envy and perhaps there is a way of sharing that with others. Please send any and all ideas to me, or board member Alan Wendt at awendt@wendtproductions.com.

Remember that we have no newsletter in August but you can always let me know what's on your mind by emailing totemgroup@msn.com. You can send me any ideas, suggestions, requests or even pictures of you boating this summer.

Zuzana Prochazka
BWI President

Online Directory Needs Your Input

BWI's Interactive, online Member Directory continues in the building stage and needs member input. It is an opt-in, password protected directory with initial data entry required by members. When it becomes "live" it will allow visitors to www.bwi.org to find you by name, geography, writing specialty, website, blogs – and any data that you load into the directory will be searchable.

As with the previous online directory, it will be promoted to those in the boating trade and publishing business and

beyond to help them find a member writer that matches their needs. To see how it works with the initial 50-or-so member records included, go to <http://www.bwi.org/writers/search.php>.

All members in good standing recently received an email with access URL and explanation how to be included in the directory. Having that link leads to an initial log-in page where user name and ID is entered, then to data fields. Data can be added into any or all fields; edits, adds or deletes can be

made anytime. Remember to make a note of the access URL, user name and password so edits to data can be made later.

Updating is the responsibility of members. Note that information contained in the online directory does not mirror data in the annual directory, so these changes should also be advanced to BWI HQ.

Members who have misplaced the access link or with other questions should contact info@bwi.org.

Warnings on E15 Fuel Continue

The prospect of availability at local gas stations of E15 (15% ethanol) fuel, that is prohibited by the federal government for use in boat motors and violates engine manufacturer warranties, has BoatUS concerned over the potential for accidental misfueling.

In early July, the U.S. EPA proposed a solution - a small, orange label affixed to the gas pump titled "Attention" - which has heightened the need for boaters to be vigilant, said BoatUS Vice President of Government Affairs Margaret Podlich. "As this new fuel starts appearing at the local fuel pump, we see the real likelihood of putting the wrong fuel in your boat. It could lead to costly engine or fuel system damage, and potentially leave you stranded out on the water

with a disabled vessel, compromising your family's safety."

Earlier this year, the EPA authorized the use of E15 in 2001 model year and newer motor vehicles. However, the agency did not authorize its use in marine engines or a range of off-road vehicles, tools and equipment. Currently, most boaters in the U.S. have transitioned to E10 (10% ethanol), the maximum percentage of ethanol permitted in gasoline before most engine manufacturer warranties are voided. However, many boaters still go out of their way to find ethanol-free fuel.

BoatUS believes it will be hard for consumers to recognize when or where E-15 is being rolled out to their local gas stations or fuel sellers. "Most likely consumers will encounter E-15 for the

first time at their local gas station with little or no fanfare, and may be attracted to its price. This means we have to be alert now - it's really a situation of buyer beware," said Podlich.

The boater's group also said the issue goes far beyond gas-powered boat engines. "I encourage anyone fueling - whether it's for your boat, car, motorcycle, generator or six-gallon portable tank for your lawnmower or leaf-blower, to absolutely know what type of gas is going into that tank," said Podlich. "Unless you have a 2001 or newer motor vehicle, the gasoline-powered engines you own were not built for E15. Now is the time to start knowing which gas stations offer you safe fuel."

Contact Scott Croft, 703/461-2864, SCroft@BoatUS.com.

CAUTION!

This fuel contains 15% ethanol maximum

Use only in:
2007 and newer gasoline cars
2007 and newer light-duty trucks
Flex-fuel vehicles

This fuel might damage other vehicles.
Federal law *prohibits* its use in other
vehicles and engines.

BWI Member News



IBEX Dates Set, Innovations Sought

NMMA has announced dates for the 2011 International BoatBuilders' Exhibition & Conference (IBEX) and called for entries to Innovation Awards there. Awards, judged by BWI members, recognize innovative marine equipment and processes in the OEM and aftermarket sector on display October 17 - 19 in Louisville, KY at the Kentucky Exposition Center. The application form can be downloaded at <http://www.ibexshow.com/innovation-awards.php>. Contact Melissa Gurniewicz, mgurnie@nmma.org, for information.

Members of the press who plan on attending IBEX should register at <http://www.ibexshow.com/press-registration.php>. Media badges can only be picked up at the show's press room.

Bree Presented Keys to Hometown

When BWI member Marlin Bree returned to his hometown of Norfolk, NE, to speak at a class reunion, the president of the Norfolk City Council presented him with a key to the city. He writes a column for the Norfolk Daily

News and is a frequent contributor to boating magazines. Bree twice received the BWI Grand Prize writing award and is the author of numerous boating books including his latest, *Amazing Gulls: Acrobats of the Sky and Sea*. For details visit

www.marlinbree.com.

Southern Boating Names New Editors

Southern Boating and Marine Business Journal announced three recent appointments to the magazines' editorial staff. Additions include L.J. Wallace, named Executive Editor, and Nancy Birnbaum, Managing Editor.

Birnbaum, a BWI member, has been a Freelance Writer/Editor and Marketing Consultant for the past two years, and was Online Editor for the previous three years at *Blue Water Sailing Magazine*. Wallace, of Charleston, SC, started the Water's Edge Radio Program and has work published in *Marlin*, *Seaworthy*, and at *UsedBoats.com* and *BoatUS.com*.

Laura Dunn, a journalism major from Wheaton (IL) College, was named Assistant Editor after working as an editorial intern.

KVH Completes Global SAT Network

Fulfilling its goal of creating a global maritime VSAT network, KVH Industries, Inc.

announced that coverage for the last remaining region in its original network plan – South America – is now under contract. KVH and its partner, ViaSat, Inc. will provide service to leisure mariners, commercial shipping and fishing vessels, and the expanding South American oil and gas industry, as well as network coverage for ViaSat's Yonder® in-flight broadband network for commercial and business aircraft. A managed airtime network solution, mini-VSAT Broadband equips vessels with downloads as fast as 2 Mbps and uploads as fast as 512 Kbps, as well as Voice over IP (VoIP) telephone lines with optimized service and prioritization of applications. Contact Chris Watson, cwatson@kvh.com.

Take Me Fishing Takes Two Awards

The Take Me Fishing campaign received two 2011 Bronze Anvil Awards of Commendation from the Public Relations Society of America, the Recreational Boating & Fishing Foundation (RBFF) announced. RBFF was honored in the External Website category for TakeMeFishing.org, and in the Smartphone Application category for its Boat Ramp App. The former is a one-stop resource for boaters and anglers to learn, plan and equip for a day on the water, and has drawn more than 9.1 million visitors. Contact: Stephanie West Vatalaro, svatalaro@rbff.org.

Welcome New Member

Brett Bayne,
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Vintage Boat Owners Profiled



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A survey of classic boat owners was recently released by Hagerty Marine Insurance to report what they enjoy most about this boating lifestyle, their concerns and motivations and what keeps them on board. Owners of more than 3,000 vintage vessels with a combined value of more than \$94 million responded.

"This study proves that classic boat owners are an energetic and enthusiastic group with a true passion for the hobby," said Carla Gernhofer, vice president. The survey was conducted by Avenue ISR. Participants were recruited through the Antique and Classic Boat Society, the Chris-Craft Club and an online link at www.woodyboater.com. Hagerty clients also took part.

Survey results included these highlights:

- More than 80% of all classic boat owners put their vessels in the water in 2010, and over 50% had their boats in the water for five months or more - mostly on inland lakes.
- A vast majority of classic boat owners (73%) belong to one or more clubs; only 50% of classic car owners reported being a member of a club.
- The most popular classic boating clubs (respondents were asked to report all memberships) are the Antique and Classic Boat Society (70.9%), Chris-Craft Antique Boat Club (26.6%), Century Boat Club (7.1 %) and Lyman Boat Owners Association (2.6%).
- Top three reasons for owning a classic boat: visual appeal ("I just like the way these boats look" - 30.8%), personal nostalgia ("It reminds me of/connects me to an important time in my life" - 25.5%) or historical importance (10.6%). Owners rarely use "investment purposes" as a rationale for purchasing a vintage vessel (0.9%).
- First method of purchasing classic boats is direct/word of mouth/private sale at 20.1%. Craigslist was 2nd on the list at 12.3% while eBay was 5th at 11.7%.
- Chris-Craft owners make up 40.2% of classic boats owned - more than the next 10 makes combined. Cen-

tury is second on the list at 10.2%.

• Many classic boat owners have an affinity for classic cars as well. More than 35% reported owning at least one classic car.

• Owners feel there is a lack of resources and a major need for a go-to resource center for all things classic boats. Finding parts is a challenge for the vast majority of classic boat owners (83%).

• The top concern for classic owners is harmful effects caused by alternative fuels such as ethanol, increased cost of fuel and operating expenses and an aging demographic.

For more information visit www.hagertymarine.com or contact Eric DeBoer, edeboer@hagerty.com.

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.

