

Inside this issue:

BWI - MMA Co-host Lauderdale Event	2
Social Hour at Show	
NMEA Conference	3
IBEX Judges Named	
Lauderdale Preview & Media Registration	4
NAV Alliance Survey	
Member Directory Goes "Live"	5
Welcome to Water	
Active & Associate Member News	6
Supporting Member News	7
Fish Market Detailed	8
Calendar & Events	

New Plans for Lauderdale Meet

It's official – last week the Newport International Boat Show kicked off the fall 2011 boat show season. Now we're going into six months of events that will provide us with boat and product news that we'll write about well into 2012. It's an exciting, if busy, time that lets many of us connect face-to-face with our colleagues and catch up with business partners and friends.

One way we can all do that is at the Ft. Lauderdale Boat Show where BWI is trying something new this year. Instead of our traditional breakfast meeting, we will have two events where our members can meet and greet.

The first is a combined event where BWI and members of the Marine Marketers of America can gather for a mid-day lunch and mull a topic of interest to both writers and marketers on Thursday, October 27. This will be a good opportunity to mix with marketing agencies as well as contacts in the companies you write about. More information on time and cost is on p. 2.

Second, Hargrave Yachts has arranged a BWI mixer on Thursday late afternoon aboard one of their luxurious vessels complete with beverages and hors d'oeuvres. This



will be an excellent venue for members to gather for an informal social hour - what better way to relax after the first busy day than with a glass of wine and friends. Check details inside.

Directors are working hard behind the scenes to figure how to launch the electronic version of this year's Writing Contest. The details are many and nothing is as simple as it seems, but our goal is to save trees as well as postage and deliver electronic entries to our volunteer judges. If all goes well, next January you'll be kicking back with an iPad (or whatever device you have) and reading entries in one of 17 categories. Please remember to volunteer to be a judge with board member Lindsey Johnson – it's an important way to give back to our writing community.

The New Products Awards committee has also been busy with two events to be judged in the next 30

days. First is the NMEA Technology Award. Chairman Ben Ellison and his team will judge entries from top electronics manufacturers at the NMEA Conference & Expo on September 28. NMMA will present their Innovation Awards at IBEX.

Chairman Alan Wendt and his team will spend a week-end reviewing a number of products in Louisville, KY for an award presentation on Monday morning, October 17.

Other member news includes the next educational webinar and online directory. We are now aiming to hold the webinar on legal issues for writers in December after the fall show season and before the holidays. Finally, our interactive directory is live on www.bwi.org. Members were sent a URL and explanation of how to upload their information. Make sure you are current so people looking for writers can find you.

I look forward to seeing many of you on the boat show circuit this season. but remember you can always let me know what's on your mind by emailing totem-group@msn.com.

Zuzana Prochazka
BWI President

Can We Serve Two Masters?

There's just four weeks to go before the Ft. Lauderdale International Boat Show, and the boards of Boating Writers International (BWI) and Marine Marketers of America (MMA) are working overtime and nearing agreement on co-producing one meeting and program of consequence for members of both groups.

Leaders of both organizations see the traditional lines between journalism and marketing beginning to blur as the Great Recession forces many writers, reporters and editors to take on marketing assignments just to make ends meet. At the same time, the rise of social media is allowing savvy marketers to provide information to consumers to a much greater extent than ever before. "As these trends affect the editorial credibility and ultimate viability of publications and online media, now may be the time to have a no-



Marine Marketers President (from l.) - and BWI member - Wanda Kenton Smith, master marketer Gordon Houser and Michael Sciulla, board member of MMA & BWI, in Miami last February.

holds-barred discussion or debate - especially since so many writers belong to both organizations," said Michael Sciulla, a member of the board of both organizations.

For a preview and lively discussion of the issues at stake go to "Is it OK for Writers to do Both Journalism and Marketing" on the BWI and [MMA LinkedIn](#) sites as well as an earlier discussion, "Plus Ca Change," on [BWI LinkedIn](#). Members are

encouraged to add their comments as well as volunteer to debate the issue or be a member of a Ft. Lauderdale panel discussion.

Current plans are for the combined meeting to kick-off with a mixer at noon on Thursday, October 27 at the Bahia Mar Hotel followed by a cash lunch, the debate or panel discussion and presentation of the MMA Neptune Awards for Marketing Excellence.

Lauderdale Member Social Hour

New to the BWI Ft. Lauderdale Boat Show routine this year will be a member social



Hargrave DREAMer

hour on Thursday October 27 from 4:00 to 5:30 p.m.

hosted by Hargrave Custom Yachts aboard the 136-foot 2010 Hargrave trideck DREAMer. The yacht will be slipped at Las Olas Marina, "A" Dock, within slips 2-10. Las Olas docks are just north of Bahia Mar and beyond the Hall of Fame Docks. Finger food, beer, wine, soda, and bottled water will be served. Guest writers are free to roam yachts.

Michael DiCondina, president of Hargrave, explains

DREAMer is the first in a series of high tech composite yachts from this iconic U.S. builder. Founded in 1964 by legendary NMMA Hall of Fame yacht designer Jack Hargrave, the company has expanded over the past 14 years and reports it has become the number one builder of custom fiberglass motoryachts in the U.S. market in the 70'-135' size range.

For information on the firm and its yachts, visit www.hargravecustomyachts.com.

NMEA Conference & Expo Agenda

The annual conference of the National Marine Electronics Association (NMEA) will be held September 28 - October 1 at the Sanibel Harbour Marriott Resort & Spa in Ft. Myers, FL. The four-day conference and expo is a full schedule of educational sessions, including NMEA 2000®, Marine Electronics Installer (MEI) and Advanced MEI training, a DSC/GPS discussion, and nearly 20 presentations by manufacturers. A two-day trade show leads with exhibits by marine electronics-related companies.

Attendees will have an opportunity to talk with a representative of a company whose proposal could have a significant impact on the Global Navigation Satellite System (GNSS), which includes GPS. Geoff Stearn of LightSquared will give a presentation starting at 9 a.m. on September 28, at the opening of the GMDSS Task Force meeting, followed by a brief question- and-answer period. "This issue is very important to us and our industry because of its possible effects on the GPS system," said

David Hayden, president and executive director of NMEA.

NMEA will present its Technology Award from a competitive field of nominations on Saturday October 1. Judges of the award drawn from the BWI ranks include:

- Ben Ellison, electronics editor of *Yachting*, *Cruising World*, and *Panbo*.
- Tim Queeney, Editor of *Ocean Navigator*.
- Bill Bishop, editor of *The Marine Installer's Rant*.

To see the complete schedule of events, visit www.nmea.org.



Judges Named for IBEX Innovations

NMMA and BWI have announced judges for the 2011 IBEX Innovation Awards, being presented during the upcoming International Boatbuilders' Exhibition & Conference taking place October 17-19 at the Kentucky Exposition Center in Louisville, KY. Up to 13 new products, plus one Environmental Award, will be recognized. Winners will be recognized during the annual IBEX Industry Breakfast on Monday, October 17 from 7:30-9:30 a.m.

Judges are BWI members who perform product testing throughout the year and have specific expertise in marine OEM products and equipment. The committee is chaired by Alan Wendt, past editor of *Marine CEO*, *Getaways!* and *Adventures* magazines, and contributor to *TalkoftheDock.com*. Rounding out the panel are:

- Zuzana Prochazka, editor, *TalkoftheDock.com*; technical editor and freelancer for numerous publications; president of BWI.
- Frank Lanier, accredited marine surveyor; public speaker; and contributor to numerous publications.
- Susan Canfield, accredited marine surveyor; technical writer; and Wooden Boat School instructor.
- Roger McAfee, former lawyer; contributor to numerous magazines; past president of the Metal Boat Society.
- Brady Kay, editor, *Pontoon & Deckboat* magazine and *Houseboat* magazine
- Patricia Kearns, former ABYC technical assistant; contributor to *DIY Magazine*; founder of Marine Experts Group, maritime consultants.

Celebrating its 21st year,

IBEX hosts more than 500 OEM and aftermarket exhibitors, several specialty pavil-



ions, expansive seminar series, pre-conference sessions, free exhibitor workshops, and special events.

Members of the press who plan on attending IBEX should register at www.ibex-show.com/pressregistration.php. Media badges can only be picked up during the show at the Exposition Center press room (South Wing Boardroom).

Lauderdale Show To Host Preview

Organizers of the Fort Lauderdale International Boat Show® will present Boat Show Night Out, a huge block party set to take place Wednesday, October 19, from 6 to 10 p.m. in Esplanade Park on Second Street in downtown Fort Lauderdale. The free, open-to-all event, set a week before the formal show opening, will feature live country music, DJs from 99.9 KISS Country and more than 20 gourmet food trucks against a yacht-lined New River backdrop. All event proceeds will be donated to Riverwalk Trust.

This year's Fort Lauderdale International Boat Show takes place from Oct. 27 - 31 at six locations: the Bahia Mar Yachting Center, the Hall of Fame Marina, Las Olas Municipal Marina, the Hilton Fort Lauderdale Marina, the Broward County Convention Center and Sails Marina. It will showcase more than \$3 billion worth of boats, yachts, electronics, engines and thousands of boating accessories. Visit www.ShowManagement.com.

Media Must Register By 9/29 for Lauderdale

The deadline to pre-register for 2011 Fort Lauderdale International Boat Show media credentials is 5 p.m. EST, Thursday, September 29. To register for media credentials, please visit showmanagement.presskit247.com and complete and submit the form under the Media Credentials link. Credentials will be available for pick up October 26 - 31 at the press room at the Bahia Mar Beach Resort & Yachting Center, 801 Seabreeze Blvd.

Direct questions to Daniel Grant, 954/776-1999 ext. 235, dgrant@piero-songrant.com, or Marielle Sologuren at 954/776-1999 ext. 226, msologuren@piero-songrant.com.

Lauderdale on Route for ZF's 50' Viking

ZF Marine has taken delivery of a new 50-foot Viking Sportfishing yacht being used to demonstrate the ZF POD

4000 propulsion system. Equipped with two Caterpillar C18 engines each producing 1150 bhp, they are mated to ZF 500 series transmissions, connected by carbon fiber driveshafts to ZF POD 4000 drives. Control comes from the "SmartCommand" control system, with JMS (Joystick



Maneuvering System) and "SteerCommand" electric steering. The vessel will include tour stops at the Annapolis, MD Boat Show, and FLIBS. To follow the tour, go to www.facebook.com/zfpod4000. For scheduling information, contact Martin Meissner, 954/441-4040, martin.meissner@zf.com.

Nav Alliance Taking New Survey

— ALLIANCE FOR —
SAFE
 NAVIGATION



The Alliance for Safe Navigation, whose mission is to raise boater awareness about the importance of accurate navigational information, announced its annual survey for recreational boaters. The survey's purpose is to gauge boaters' awareness of available updates to navigational

tools and their concerns related to accuracy. This year's survey also will gather data concerning groundings and whether they were related to a lack of accurate navigational tools.

While most boaters use aids such as GPS, electronic charts and paper charts, the 2010 survey revealed that most respondents do not routinely purchase current

charts that reflect weekly updates. Sponsored by NOAA, the alliance is made up of BoatUS, Jeppesen, OceanGrafix, the Sea Tow Foundation for Boating Safety and Education, and U.S. Power Squadrons. For information or to see changes made to charts, go to www.allianceforsafenavigation.org.

Member OnLine Directory is “Live”

BWI's Interactive, online Member Directory has gone “live” at www.bwi.org and is ready for member input and/or updating anytime. It is an opt-in, password protected directory for Active and Associate members with initial data entry required by members. (A separate “Supporting Member Directory” is also posted on the website under the “Directories” tab and maintained at BWI HQ.) The directory allows visitors to find members by name, geography, writing specialty, website, blogs – with any data loaded into the directory made 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 60-or-so member records included, go to 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



Find BWI Members

There are two ways to find BWI members.

To list alphabetically, with links to each member's complete listing, choose the letter of the last name you're searching for:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

To find members whose listing fulfills particular criteria you're interested in, fill in any empty boxes below with a name, state, title, etc. that applies to the member(s) you're looking for. Your search can be as simple or as complicated as you like, using only one search category or all of them. Fill in only those boxes that apply to your search. Leave the rest blank.

A nifty search trick is to be very broad in your criteria. Example: You want to find members who write about oars *and* who have online credits. Enter "oars" in the Subject box and the underscore "_" character in the Online Credits box. The underscore character always tells the search engine to do a broad search—that is, match anything.

Another example: To find all BWI members by Periodicals *and* who have Other Work, put the underscore in the Periodicals box and in the Other Work box.

Precede any apostrophe with two backslashes, e.g.: boater\'s world.

First Name	<input type="text"/>
Last Name	<input type="text"/>
City	<input type="text"/>

should also be advanced to BWI HQ.

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

Writers Can Spread Water Welcome

The boating industry's ongoing Discover Boating promotional effort has added a fresh dimension with its new “Welcome to the Water” campaign. WTTW enlists current boat owners to help engage those new to boating. It is also designed to increase traffic to DiscoverBoating.com, therefore increasing the quality and quantity of prospects to grow sales of boating-related products and services.

Boating writers are encouraged to use any of the WTTW materials through



links on websites and in articles. Consider the “Get Off Your Dock Guide to Boating,” a [digital brochure](#) featuring nine “chapters” to help potential buyers decide which boat is right for their needs and addresses common questions for first-timers (i.e., storage, trailering, mainte-

nance, etc.), while showcasing the joys of getting out on the water.

There's a new [mobile-friendly version](#) of DiscoverBoating.com offering visitors access to the resources available on the main website from their mobile phones. Welcome to the Water promotional materials are available to all industry stakeholders for free. They can be ordered via Grow Boating.org under “Toolkit” then “Promotional Materials.” Visit GrowBoating.org for more information on the campaign.

Active & Associate Member News

AIM Acquires Three "Dominion" Titles

Active Interest Media, Inc. (AIM) in July acquired the assets of *PassageMaker* magazine and its "Trawlerfest" events, *Soundings* and *Soundings Trade Only*, and *Woodshop News*



from Dominion Enterprises. AIM chairman and CEO Efrem "Skip" Zimbalist said, "These acquisitions allow AIM to expand our marine, consumer enthusiast and B2B portfolios with highly differentiated print, digital and event properties." Magazine

staffs will remain in place in their present locations in Annapolis, MD, and Essex, CT. They will report to Gary DeSanctis, vice president of sales and publisher of *Yachts International*, who has been promoted to group publisher of AIM Marine.

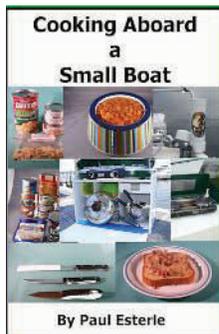
Dominion is continuing development of YachtWorld.com, Boats.com and Boat-Trader.com. Headquartered in Norfolk, VA, with 4,900 employees nationwide, the company provides a suite of technology-based marketing solutions with more than 40 web sites reported to reach more than 20 million unique visitors monthly.

AIM produces and markets conferences, DVDs and books, and log-and-timber home shows and seminars, and produces the Fort Lauderdale International Boat Show. The company was formed in October 2003 by the private equity investment

firm Wind Point Partners and Zimbalist.

Galley or Not - Cooking Aboard Tips

"Cooking Aboard a Small Boat" by Paul Esterle is dedicated to helping the owners



of small boats dine as well as those with full-fledged galleys. He has condensed almost a quarter century of cooking aboard into a manual for dining well aboard smaller boats with either rudimentary or non-existent galley areas for food storage and preparation. Included is information for selecting and managing stoves and fuels, cooking tools and utensils, storage of frozen or refrigerated food in coolers. Foods, both fresh and shelf-stable, are detailed along with methods of preparing and storing them aboard. Finally, an extensive selection of tested-on-board recipes is provided

Esterle is Technical Editor of *Small Craft Advisor* and Editor of *Mid-Atlantic Boating Magazine*. He covers "How-to" and "Do It Yourself" articles for many boating magazines. He boats on the upper Chesapeake Bay where he maintains his motley fleet of classic fiberglass boats. The new book is available online at www.lulu.com/

spotlight/pesterle in both hard copy and downloadable formats. Contact the author at pesterle@comcast.net.

Black & Becketts Will Publicize Baja

Baja Marine, the 40-year-old builder of family high-performance boats, has chosen Bob Black & Company, Inc. and Turnkey Communications and Public Relations, Inc. to help reintroduce the brand.

Turnkey was founded in 2005 by boating industry veteran Louisa Rudeen Beckett and Gary Beckett, her husband and partner in the firm, who served as editor of *Soundings Trade Only*, and communications director for Outboard Marine Corporation.

Black entered the marine field in 1964 with the old-line New York public relations agency of Harry Bruno

Welcome New Members

Lisa Larsen
Editor/Writer
Plantation, FL

Brooke Williams
Freelance Writer
Green Cove Sprgs, FL



Photo from Emerald Bay Marina on Turnkey's website.

& Associates and formed his namesake company in 1974 to serve over 100 clients in the field, and freelanced for magazines and newspapers. Contact Black at rgbblack@verizon.net or Beckett at louisa@turnkeywords.com.

Supporting Member News

KVH Broadband Now Fully Global

KVH Industries, Inc. announced that mini-VSAT Broadband service is now available to mariners in South American waters, officially completing the original global coverage plan for the maritime satellite communications network. Mini-VSAT Broadband equips vessels with the highest data rates available today with downloads as fast as 2 Mbps and uploads as fast as 1 Mbps, as well as Voice over IP telephone lines with optimized service and prioritization of applications. Contact Chris Watson, 401/845-8138, cwatson@kvh.com.

Military Families Receive Rods & Reels

Thousands of military youth and their families across America are enjoying fishing and spending time in the



great outdoors as a result of a partnership

between The Recreational Boating & Fishing Foundation's (RBFF) Take Me Fishing campaign, the Sierra Club Water Sentinels, the National Military Fish & Wildlife Association (NMFWA), and Zebco, manufacturer of rods and reels. Launched in 2009 by the Sentinels and NMFWA, RBFF later connected the founders with Zebco's refurbished rod and reel program. Since the start,

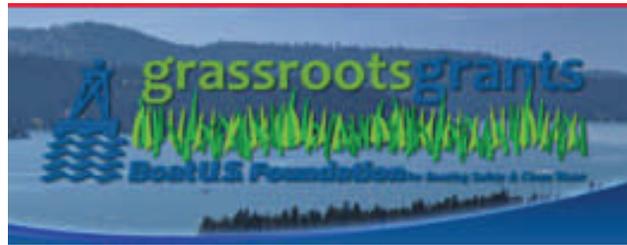
more than 87,620 youth have benefited from the program, with 1,866 rod and reel sets distributed to 60 military bases in 21 states. The latest donation of 700 rods and reels were shipped in August for repeated use by families on military installations. Contact Stephanie Vatalaro, svatalaro@rbff.org.

User Forum Added To Furuno Web Site

A new Furuno Forum has been linked to the homepage of www.FurunoUSA.com. Visitors will find product categories to post questions or comments, a place to make new product suggestions, a location to post photos and get the latest company news. Staff moderates the forum, but they have requested their dealer network to sign on to offer support for technical or sales related questions. Furuno has won the National Marine Electronics Manufacturer of the Year – Support award every year since its introduction 5 years ago. Contact Jeff Kauzlaric, 360/834-9300, JeffK@Furuno.com.

BoatUS Foundation Awards 2011 Grants

An online voting process that allowed the public to choose this year's grantees, the BoatUS Foundation for Boating Safety and Clean Water has awarded ten community groups grants up to \$4,000 each for its 2011 Grassroots Grants program. In the last 23 years, the Foundation has awarded over \$1 million to



organizations that have developed creative projects to promote safe and clean boating on their local waterways. Over 21,000 total votes were cast and the top vote getter was the U.S. Coast Guard Auxiliary 8CR-1-19 of Panama City Beach, FL, with over 4,200 votes to produce The Water Safety Discussion & Activity Booklet For Parents And Kids. To see the winners visit www.boatus.com/foundation/grants/default.asp.

Home Port Marine Marks 10TH Anniversary

Home Port Marine Marketing, the global marine products development, publicity and promotion consultancy, celebrated its 10th anniversary in August. Headquartered in Kilmarnock, VA, the firm was founded in 2001 by Jim Georgiadis and David Pilvelait, both former product merchandising and marketing executives with BoatUS. In the past month, Home Port announced two new clients, Sta-Lok Terminals Ltd. of the United Kingdom, manufacturer of stainless steel rigging hardware, and Safe Launch, LLC of Lansdale, PA, manufacturer of the Drain Plug Reminder System. Visit www.homeportmarine.com.

U.S. Fishing Market Detailed

More than 45.4 million Americans participated in fishing in 2010 – 16% of all Americans over age six. These enthusiasts took the nation's waterways by force, making 925 million fishing outings. On average, each fishing participant spent 20.4 days fishing last year. A storehouse of information can be found in the Recreational Boating and Fishing Foundation's latest Special report on Fishing & Boating detailing participation by gender, age, ethnicity, in-

come, education and geographic region. And it's free at www.rbff.org/uploads/Research_section/2011RBFF_SpecialReport.WEB.pdf.

Interesting stats on the boating side include: Average number of boating outings declined slightly, reducing total boating days from 705 million in 2009 to 676 million in 2010; Almost 21% of boating participants rented or chartered a boat on vacation; Bass boats are the most popular boat type at 21%,



followed by bow rider/run about/jet boat at 13.8%.

Calendar & Events

ConnectFest at IBEX

Visitors to IBEX will see how electronic devices operate on an NMEA 2000® network. Called ConnectFest, the live event will demonstrate the use of cable, connectors, and products from multiple manufacturers on a single backbone. Equipment on the network will include engine controls, navigation electronics, power distribution, diagnostic tools, displays, gauges, and more. IBEX takes place October 17-19 in Louisville. NMEA Technical Director Steve Spitzer and electronics manufacturers will be there to an-

swer questions. Visit www.NMEA.org.

Top Women Sailors Race in Annapolis

The 21st Santa Maria Cup International Women's Match Racing Championship takes place on Annapolis' Severn River course September 28 through October 1. BoatUS hosts "Meet the Champions" Reception at the William Paca House and Garden, September 30, 6:30 - 9:00 p.m. Information can be found at www.EastportYC.org. For more information contact Scott Croft, SCroft@BoatUS.com.

Ladies Fishing Seminar

The final 2011 Ladies, Let's Go Fishing! seminar for women is scheduled for November 11-13 in Islamorada, Florida Keys. Beginner and intermediate/advanced classes include sessions on where to find fish and how to catch them. Learn conservation practices, inshore, bluewater and bottom fishing, flats or inshore fishing, fly fishing and pier fishing from the area's top anglers. For more information contact Betty Bauman, 954/475-9068 or visit www.ladiesletsgo.fishing.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.