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Join Us in Lauderdale, Contest

It appears I have not been the only one feeling a “turning tide” in the boating business, as pointed out in my last column in this newsletter. Different industries call it by different names – real estate likes “bottoming,” in finance it’s “firming,” and, of course, gold is looking for a “breakout” – yet whatever moniker is preferred, the fall marine trade and boat shows have been promising, both in new product being offered and consumer interest.

Inside you’ll see some evidence of this. BWI and the Marine Marketers are co-producing a Newsmaker lunch in Lauderdale where support for the growth theory will be delivered by NMMA’s Thom Dammrich who has a wide view of the industry and consumer and regulatory issues which affect it; Jack Ellis of Info-Link who gathers hard numbers on boat sales; and Laurent Fabre of Beneteau, who has the builder’s perspective and will share his firm’s view of the changing buyer and how it has responded, with both new product and promotion. Director Michael Sciulla is our official program meister for these events and will moderate. Do sign up, please.



FLIBS crowds in waiting

Last year, when we merged our traditional member meeting in Lauderdale with the Marine Marketers, we thought a social get-together just among we writers would be a good addition. For the second year we are continuing the opportunity with a Friday breakfast social near the docks at the ZF Marine booth. See you there for a cup o’ joe and more.

Two teams of our members were present at the NMEA Electronics Conference & Expo and the IBEX boat-builder/supplier event serving as judges for their respective Technology and Innovation award programs. The capsule reviews of each program underscore that research and development money is clearly flowing to products and systems that make a boat – and it could be a brand new model – more useful, advanced, efficient and simply

more fun. “New” is an ingredient that our market needs to keep up with other whiz-bang stuff going on in autos, personal electronics and everything else that competes for our readers’ treasure and time.

When it comes to treasure for writers, the Contest Committee has been working behind the scenes readying the 2012 edition of the Annual competition. Rules and entry details will be distributed in early November. The electronic entry and judging routine will continue and is being reset. About half of the 17 category sponsors have already signed on and a few interested parties are waiting in the wings. Since the first contest 20 years (!) ago, the prize money that has been presented to members is approximately \$250,000 (!!).

I hope you are feeling the fair winds of the turning tide and preparing to participate in BWI’s activities in Lauderdale and the Writing Contest. I’ll look forward to seeing you there. You can reach me at jwooldridge@aimmedia.com.

John Wooldridge
BWI President

Newsmaker Panel at FLIBS Luncheon

NMMA president Thom Dammrich will be the featured speaker at a joint gathering of BWI and the Marine Marketers of America (MMA)



on October 25 during the upcoming Fort Lauderdale International Boat Show. He will be joined by a panel of industry experts to discuss how, when and where the tide is turning in the recreational boating industry.

Joining Dammrich for a roundtable discussion are Jack Ellis, managing director at Info-Link Technologies, Inc., Laurent Fabre, formerly director of sales and marketing for Beneteau's North American powerboat division and newly appointed president of Beneteau America, and John Wooldridge, editor-

in-chief at *PassageMaker* Magazine and current BWI president. Michael Sciulla, a member of the boards of both organizations, will moderate the discussion.

The luncheon event is co-sponsored by Info-Link Technologies, My-Villages and Show Management.

"This is the second time that our two associations representing the marine industry's leading writers and marketers have joined forces to produce a compelling and thought-provoking event," said John Wooldridge. "We believe the discussion topic is highly relevant to the industry at large and will address many of the latest facts, data and recovery initiatives underway in our marketplace."

The gathering is open to the marine community at large, and will be held on Thursday, October 25 from noon to 1:30 p.m. in the Grandview room of the Bahia Mar Resort during the opening day of the Show.

"Besides the lively discus-

sion that is sure to develop, this will also be an outstanding opportunity to network with professional peers at both ends of the communications spectrum," added Wanda Kenton Smith, MMA president.

Current BWI and MMA members are eligible for a reduced rate of \$30 for lunch when paying in advance using PayPal. The cost is \$35 for those paying at the door and for non-members. Those who wish to attend but do not want to have lunch may do so at a cost of \$10. Payments can be made online by October 22.

To pay online by October 22 use the appropriate links below or cut and paste the url into your browser.

Members: visit: <http://engd.in/W7rTUP>

Non-Members: visit: <http://engd.in/QfFR3F>

No Lunch: visit: <http://engd.in/WWC0va>

BWI Breakfast Social Hour Friday



Graphic of ZF twin POD installation

They say breakfast is the most important meal of the day! Why not get a good start to a busy Friday the 26th second day of the Lauderdale Show with breakfast courtesy of ZF Marine from 8:30 - 9:30 a.m. at their booth adjacent to the docks at Bahia Mar. Compare notes with other BWI

members, share the buzz of the first day and have the chance for some one-on-one discussion about the industry from a supplier's perspective with the ZF Marine executive team. Enjoy coffee, juice and sustenance in advance of appointments when the show opens at 10 a.m. ZF Marine's booth is #1607, right beside the Engine Tent and just in-

side the South Gate entrance to the show at Bahia Mar.

ZF Marine is a world leader in marine propulsion systems technology. ZF supplies transmissions, control systems, pod drives, propellers, and commercial thrusters to both the pleasure and commercial craft markets. The firm is a BWI Annual Writing Contest Sponsor.

Lauderdale Media Details & Events

The 53rd Annual Fort Lauderdale International Boat Show takes place from October 25 to 29 at six locations: the Bahia Mar Yachting Center, the Hall of Fame Marina, the Las Olas Municipal Marina, the Hilton Fort Lauderdale Marina, the Broward County Convention Center and the Sails Marina. FLIBS is owned and sponsored by the Marine Industries Association of South Florida, and managed and produced by Show Management. For information, visit the [show website](#).

Credentials will be available in the press room beginning October 24. The press room is located in the Mariner Room on the third floor of the Bahia Mar Beach Hotel on Seabreeze Boulevard.

Media questions can be directed to Danny Grant, 954/776-1999 ext. 235, dgrant@piersongrant.com, or Marielle Sologuren, 954/776-1999 ext. 226, mso-loguren@piersongrant.com.

Events for the media that have been forwarded to BWI include these. Additional events received by October 19 will be included in a special email to members just before the show's opening. Double check event details, including times and locations.

Superyacht Hot Topics

The International Superyacht Society will present *World Adventures* during its Annual Membership Meeting & Breakfast on October 24 from 8:00-10:00 a.m. in the Grand View Room at the Bahia Mar. BWI member Diane Byrne, founder and

editor of [MegayachtNews.com](#), will moderate a panel considering:

- Cultural challenges of the BRICS (Brazil, Russia, China)
- What is Yachting - Knowledge versus Desire
- Brand Synergies - Working with luxury-sector companies
- Philanthropy & Safety; Aligning with charitable and safety groups.

Other journalists participating are Jill Bobrow of *Yachts International* and Norma Trease of *Yachting Matters*. For additional detail contact Amy Halsted, amyhalsted@gmail.com.



Yacht Info Seminars

YachtInfo Fort Lauderdale has scheduled its Seminar Topics for October 29 at Bahia Mar from 9:30 a.m. – 4:00 p.m. including luncheon.

- Session 1: Training Changes: Implications to your License
- Session 2: Arrested—When They Chain Up Your Yacht
- Session 3: America's Cup 34: The Superyacht Program
- Session 4: Making a Positive Environmental Impact

Tickets are \$30.00. Contact Vanessa Stuart, info@superyachtsociety.org, 954/525-6625.

Cigarette & Multi Mercs

Cigarette Racing Team will be on Bahia Mar's Floating Dock H-I October 25-30 in a

restructured performance section with a "Village" of powerboat vendors who service the performance audience.

Featured will be the top-of-line 42' Huntress showcasing the boat's power options: 4 Mercury Verado 300 engines or 5 Mercury Racing Verado 350's. Contact Marilyn DeMartini, dmartiniup@cast.net.



In "Performance Village" Cigarette's Huntress with 5 Mercury Racing 350s.

Sundancer 350 Premier

Join Sea Ray and MarineMax for the world premiere of the new 350 Sundancer® and the Fort Lauderdale debut of the 370 Venture® and 510 Sundancer®. Media can learn about these new boats from the designers and engineers involved. Wednesday, October 24, 6:00 – 8:00 p.m., MarineMax Display, Bahia Mar, Floating Dock GH. RSVP to Brad Kovach, 636/343-9988, bradk@avalamarketing.com.

Westrec Celebrates 25

Westrec is celebrating its 25th anniversary Thursday October 25, 11:30 to 12:30 p.m. at Booth 636 in the Yacht Builders Tent at FLIBS. On tap are new initiatives, and news of one of the firm's main concerns as a marina developer and operator: environmental stewardship. RSVP to Amy Halsted, amy-halsted@gmail.com.

NMEA Salutes Top Products, Suppliers

Fusion, the New Zealand-based manufacturer of electronic entertainment products, received the 2012 National Marine Electronics Association (NMEA) Technology Award for its 700 Series marine-grade stereo systems at the NMEA Conference and Expo in September. Honorable mentions went to Furuno's NavNet TZTouch multi-function display and Si-Tex's AIS antenna splitter.

Three members of BWI selected the winners from among 23 entries, based on innovation, benefit to boaters, practicality, and value. Tim Queeney, editor of *Ocean Navigator* and *Ocean Voyager* magazines, chaired the BWI panel of judges. Joining him were Bill Bishop, who writes *The Marine Installer's Rant* blog, and Glenn Law, executive editor of *Salt Water Sportsman* magazine.

Introduced in 2009, the Technology Award recognizes recently introduced products that advance technology within the marine electronics industry. "As always, the NMEA convention is a feast of great marine technology. This abundance makes judging the Technology Award especially tough," said Queeney. "My 'short list' had nine products, and it was a struggle to pare that down to a winner and two honorable men-



Fusion's Todd Crocker (l.) accepts the Technology Award from NMEA Executive Director Bruce Angus.

sis of the products according to the award criteria."

Also presented at the Conference were the NMEA Product of the Year Awards, and Manufacturer of the Year-Support Awards. NMEA members from around the country selected winners in several categories through a member voting process. Results:

Autopilot - Simrad AP80 Autopilot

Fish Finder - Furuno FCV587

Radar - Furuno NavNet Tztouch TZT9 w/DRS4D

Communication - KVH Industries Trac Phone V3

Entertainment - KVH Industries Trac Vision HD7 w/ Tri-Americas LNB

Navigation - Furuno NavNet TZtouch TZT14 Multi-Function Display

Marine Specialty - Airmar Technology for CHIRP Broadband Transducers; and FLIR Systems for M-324XP Thermal Imaging System

Manufacturer of the Year - Furuno USA

For seven years running, Furuno has received the Manufacturer of the Year - Support award. "When it comes to the NMEA awards, we are proud of all 205 that Furuno has won, however we are especially honored to win the Manufacturer of the Year award for seven consecutive years," stated Jim Atteridge, President of Furuno USA.

Additional details on the NMEA Awards will be posted at www.nmea.org.



Furuno FCV587 (above)

KVH Trac Vision HD7



tions."

Judges felt the Fusion product scored well in every category. In terms of innovation, the marine stereo series uses the NMEA 2000® interface and was designed from the start to be a marine radio. In terms of benefit, this is a product with wide application to all kinds of boaters. Regarding practicality, its marine-first design gives it ruggedness to survive the marine environment, and, when considering value, it does a great deal for a reasonable price. Boaters can further enhance the system by adding a WiFi router and using its new app on an Apple iPad or iPhone or on various Android products for wireless remote control anywhere on a boat.

NMEA Executive Director Bruce Angus said, "Competition for the Technology Award is always very keen because of the high level of innovation and excellent value represented by all of the nominated products. My hat is off to the judges for their technical expertise and analy-

Innovations In Spotlight at IBEX

Seven companies were honored for technology innovation at the International Boatbuilders' Exhibition and Conference (IBEX) in early October. The products were selected by a panel of experienced technical boating journalists and editors from BWI.

"IBEX is where the future of boating begins," said show director Anne Dunbar. "It's where companies introduce their new products and technologies that will improve boatbuilding and enhance the boating experience for consumers in the years to come."

Alan Wendt, BWI First Vice President and chairman of the judging

panel, said, "From a five-dollar part to highly engineered superyacht technology, the judges found innovation for all classes of boating. These are the products that make boating not only more affordable but also easier for the consumer."

Other BWI members serving on the judging team included:

- Zuzana Prochazka – Former president of BWI – writer and photographer for several publications and websites.
- Alan Jones – Executive editor of *Boating World* magazine.
- Captain Fred Davis – Freelance writer and

marine consultant and arbitrator.

- Captain Lou Gainor – Award-winning host of Nautical Talk Radio.
- Milt Rosko – Award-winning boating and fishing writer.
- Roger McAfee – author, guest lecturer, and contributor to several publications.

2012 IBEX Awardees are:

Boat Care Maintenance: Dolphinite GelMatch Gelcoat Color Matching System. "The innovation may be in the method of injecting catalyst into an aerosol can for easy spray-on Gelcoat repair," stated McAfee.

Electrical Systems: Indel Webasto Marine Isotherm Smart Energy Controller Kit "Can be retro-fitted to any brand of DC refrigerator reducing refrigerator battery consumption up to 50 percent," said Gainor.

Engines: Volvo V8-380 Engine Sterndrive. Jones stated, "Brings new-generation engine technology to the stern-

drive market."

Honorable Mention: Suzuki DF20A/DF15A

Furnishings and Interior Parts: Syntec Industries Cool Touch Vinyl Technology. "Removes prior interior design restrictions allowing boatbuilders to introduce dark colors to vinyl seating," commented Prochazka.

Honorable Mention: Cafra Limited Taku Hatch Fan

Mechanical Systems: Teleflex Marine Xtreme Mechanical System. "Bridges the gap between hydraulic and conventional cable steering," said Rosko.

Honorable Mention: Dometic Marine Gold Series Air Handlers

OEM Electronics: Teleflex Marine Optimus EPS/360 Joystick Docking System. Wendt stated, "Joystick docking for outboards will do for outboards what pod drives have done for inboards."

Propulsion Parts: PowerTech Propellers and the PowerTech! Safety Prop. Davis said, "A rather convincing presentation that the word safer blade edge design and props can be mentioned in the same sentence."

Visit www.nmma.org/press/press_releaselibrary/press_release.aspx?id=18220 or contact Ellen Hopkins, ehopkins@nmma.org.

Dometic's Air Handler



Suzuki's DF 20A



Carl Stone (I.), Volvo's Senior Design Lead Engineer with President Ron Huibers.

Active & Associate Member News

Writer Praised for Waterfront Activism

Longtime BWI member Anita "Tink" Martin, who wrote the "Around the Waterfront" column in the Winthrop (MA) *Sun-Transcript*, died September 28 and was recognized for her work to preserve local waterfronts. Town manager James McKenna told the paper, "Tink was an advocate for the coastal issues of the town ... She always made sure we had good care and stewardship for our waterfront."

Martin authored the book "A Cruising Guide to Narragansett Bay and The South Coast of Massachusetts," wrote a column for *Offshore Magazine*, and was a Commander in the U.S. Coast Guard Auxiliary.

BWI Member Profiles Another in *Sailing*

BWI member and director Heather Steinberger profiled fellow writer Marlin Bree in the September *Sailing* magazine column, "Sailors Among Us." Bree complimented the writer with, "A terrific job in her telephone and e-mail interviews managing not only to weave in a little history of this boating scribe but talk about my newest book [out in January 2013], the *Boat Log & Record*, 4th edition." Many of Bree's adventures

have come from sailing his homemade 20-foot ultralight pocket cruiser, Persistence. He's now designing and constructing a new craft, Splash!, a 3-meter pondracer at Bree-BoatWerks - his garage.

Leonard & Landers Join BoatUS Publishing

Beth Leonard has been named Technical Editor for BoatUS publications and Assistant Director of Technical Services. In addition to writing for *Seaworthy* magazine, she'll become technical editor for *BoatUS Magazine*. An award-winning writer, Leonard has many credits in U.S. and UK boating magazines, and the author of several cruising books.

Also at BoatUS, Chris Landers has been named Associate Editor, tasked to develop stories on a range of boating topics, for *BoatUS Magazine* and *BoatUS Trailering*. Landers' writing credits include national publications, he's a former staffer at the *Baltimore City Paper* and a former writer with the Center for Public Integrity, and he's won several BWI Writing Contest awards.

Tech Award Created In Husick Memory

An annual technology award has been established by *Ocean Navigator* and named in honor of Chuck Husick, the magazine's late contributing editor, to recognize advancements in the field of marine technology for recreational voyagers. The inaugural award recognizing the Kan-



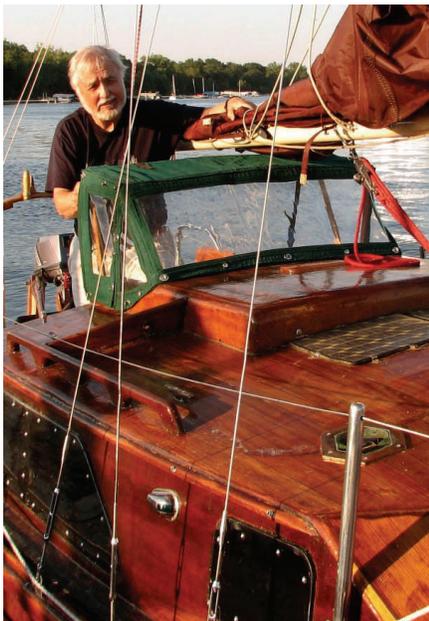
Tim Queeney (l.) presents first "Husick Award" to Kannad's Bill Eastwood.

nad Marine SafeLink R10 SRS was presented to Bill Eastwood, the firm's Americas Sales Manager, by Editor Tim Queeney in a ceremony at the U.S. Sailboat Show in Annapolis in early October. For additional details contact David Pilvelait, david@homeportmarine.com.

Martin Flory Group Adds Marine Client

Quick USA has hired Martin Flory Group to handle its North American public relations. Quick serves marine OEM and retail markets with a wide range of products, including windlasses, bow thrusters, water heaters, battery chargers, remote controls, lights and accessories. Martin Flory marks its 50th Anniversary in 2012 celebrating publicity services to the marine, RV and outdoor industries since 1962. Contact: 847/662-9070; info@martinflory.com.

Bree on his 20' sailboat



Supporting Member News

Dyskow Inducted to NMMA Hall of Fame

Phil Dyskow, immediate past president and senior advisor for Yamaha Marine Group, was inducted into the NMMA Hall of Fame during the recent IBEX show. During his tenure, Yamaha's market share grew to supply more than a third of all outboards sold in the U.S. and the company received a number of design and innovation awards from the marine industry and national media. In addition, Yamaha has earned the NMMA's Customer Satisfaction Index (CSI) award every year since its inception. The Hall of Fame recognizes individuals who foster substantial and lasting contributions to advance the marine industry. For more detail, go to www.nmma.org/press/pressreleaselibrary/pressrelease.aspx?id=18219.

Pettit Paint's New Site Builds On 150 Years

Pettit Paint, celebrating its 150th Anniversary year, announces the launch of its new website, www.pettitpaint.com, including a modern, colorful design and comprehensive, user friendly navigation. Among how-to advice and resources are: "Perfect Pick" allows input of vessel

specifics, boating environment and personal preference then it picks the product best for the application; "Quantity Calculator" determines how much product is needed; detailed Technical Bulletins from Anti-fouling Compatibility to Varnishing 101; and How To Videos showing tips and instructions.

Classic Boat Hall Adds 3 Inductees

Three 2012 inductees were recently inducted into the Hagerty Classic Marine Hall of Fame which pays tribute to individuals and organizations that have significantly preserved and kept aware the classic boating lifestyle. This year's inductees include author Tony Mollica, Antique and Classic Boat Society Toronto co-founder Ken MacStephen, and the Antique Boat Museum in Clayton, NY. Said founder Louise Hagerty, "Tony Mollica shares his love for antique boats through his writing, Ken MacStephen brought Canadian wooden-boat enthusiasts together, and the Boat Museum offers a place to showcase the beauty and history of classic boats." Visit www.hagertymarine.com/hof.

Mercury Launches Ship's Log Mobile App

Mercury Marine has launched Ship's Log, a free mobile application designed for boaters of all kinds. The new app is said to provide an easy method of recording and sharing on-water experiences by automatically gathering time, weather and location

information. With each log, users can enter and track engine data, create comments and notes and upload photos. Boaters can share log entries with friends and family through the Ship's Log community website or through social networks. Ship's Log is available for download from the App Store. Visit <http://shipslog.mercurymarine.com>.

Separately, Mercury has introduced new branding that includes a refresh of its corporate logo. The new branding is being rolled out globally on Mercury's Digital Asset Manager (DAM) system, which can be accessed by media, dealers, boatbuilders and other partners.



TakeMeFishing.org Takes Web Awards

The Recreational Boating & Fishing Foundation announced its TakeMeFishing.org website and mobile site were awarded top honors among the nearly 2,000 entries in the 16th annual WebAwards competition. Three category "bests" were awarded to the organization for Leisure Website, General Interest Website, and Mobile Website. The website and its digital properties drew nearly seven million visits last year; its Boat Ramp App has been downloaded more than 83,000 times and conducted more than 1.3 million queries.



Calendar & Events

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West Marine's 4th Green Awards Contest

Applications are being solicited for West Marine's fourth annual Green Product of the Year Award from the U.S., Puerto Rico and Canada (excluding the province of Quebec). It was established to encourage green product development in the marine industry and is a component of West's BlueFuture® initiative to help create a sustainable future for the planet. Competition is free and open to individuals, manufacturers, distributors and/or inventors of boating products. The \$10,000 award will be presented to the winner at the 2013 Miami Boat Show. To participate, view rules and entry requirements, and complete the entry form at west-marine.com/green by November 23, 2012.



Write About Women, Fishing & Boating

Writing an article about women entering boating and fishing? "Ladies, Let's Go Fish-

ing!" has one more Florida University for women in 2012: Nov. 9-11: Keys University, Islamorada, FL. Women learn, practice and go fishing at the weekend event. If you are doing a story, writers with assignments may be comped for the registration. Male or female writers welcome. 2013 spring dates are on the website, www.ladiesletsstofishing.com. Contact Betty Bauman, betty@ladiesletsstofishing.com.

Sea Tow Seeks Life Jacket Pix

The Sea Tow Foundation wants to see more boaters wearing life jackets while having fun on or in the water. The Foundation is holding a month-long online photo contest for a chance to win one of 30 Revere ComfortMax Manual inflatable life jackets, valued at \$155 each, along with the grand prize of a one-year Sea Tow Gold Card Membership. To enter the Photo Contest, participants need to submit a photo of themselves and/or their friend(s) wearing a life jacket via the Sea Tow Foundation's Facebook page. Photo entries will be ac-

cepted until Oct. 31, and online voting for the photos will be held Nov. 1-30. Contact Cindy McCaffery, cindymccaffery@seatow.com.



25th METS Adds Superyacht Network

METS, the exhibition of equipment, materials and systems for the international marine leisure industry held in Amsterdam, announces a new networking event for the superyacht industry in cooperation with The Superyacht Report Group, organizer of the Global Superyacht Forum, on the Monday evening before the show starts. Exhibitors in the yacht pavilion and delegates of the Global Superyacht Forum (GSF) are invited to attend. The 25th anniversary edition of METS will be held November 13-15. Link for media, www.metstrade.com/mets/media/pages/default.aspx. Contact Annelie Koomen, a.koomen@rai.nl.

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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.