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Miami Awaits, & Thanks!

We're three weeks away from the Miami International Boat Show with great things planned so we hope to see you there. Our general membership meeting is set for 8 a.m. Friday morning the 17th at the convention center with continental breakfast. We will announce the winners of the writing contest, present new members of the board, and hear Thom Dammrich. BWI Speaker Committee Chair Mike Sciulla, pulled a few strings to get a peek into "Trends in U.S. Recreational Boating," including the NMMA president's views of media's role in a new effort to revitalize the boating industry.

Looking back over the two years I've been writing these letters, it's time to summarize initiatives we took on to serve the organization through some tough times.

The focus during my tenure has been on adding member value in the form of education. With the generous help of Dometic Marine, we successfully conducted five webinars including starting your own site/blog, using social media, hosting effective press events, understanding legal issues, and repurposing your writing. Thanks to the sponsor, our great volunteer presenters, and our behind the scenes executive director.

We've not only cut our costs, but probably yours, by creating the electronic judging process for the writing contest. No more copying and shipping of entries by you, then to the category chairs, who in turn reshipped them to judges. The cost of programming was less than our shipping costs in 2010 of around \$2,000. Next year, we'll save on shipping, but won't spend to create the program. We had some technical difficulties but all in all, I think we made life easier for everyone but FedEx.

Another change was the creation of the New Product Awards Committee which used to run the NMMA Innovation Awards only. Over the past two years, we've successfully added the NMEA New Product Awards to the mix. As NMMA consolidated from three venues to two, we've had to change and streamline the process. We'll continue tweaking the NMMA program as market dynamics dictate, but we've created a leaner, stronger, bigger program that has been praised for providing learning opportunities and a great way to meet and network with fellow writers.

A few experiments produced mixed results – BWI logo'd apparel, naming an



official BWI charity, posting a job board exchange online, and providing names of freelancer organizations that offer discounts on rental cars to reduced-cost health care programs. The key is to keep trying to find what will serve our members' needs and provide value.

Throughout the past two years, we kept BWI viable and solvent. Leading a volunteer organization through challenging economic times requires creativity as well as fiscal practicality including digging into our coffers to provide member benefits. We are still here, still in the black, and have good people working hard on behalf of this great writer community to make sure we come out the other side - whole.

Thanks for a terrific two years and I look forward to hearing from you in the next two. You can contact me at totemgroup@msn.com.

Zuzana Prochazka
BWI President

Writing Contest Attracts 300 Entries

Entries to the 2011 BWI Annual Writing Contest totaled 301 submitted by 113 entrants; last year 365 entries came from 146 entrants. While the "Gear" category did not garner enough articles for it to be valid (10 are needed), "Megayachts" came back at more than double last year. Other categories that grew were "Maintenance" and "News," three others held their own and the balance recorded fewer entries.

By year's end, sponsors were secured for all categories, often from the encouragement of members who pointed out the high level of



interest writers and publishers have historically associated with the contest. BWI appreciates all sponsors, whether they are new or have been supporting the effort for 19 years.

Special thanks are in order to the 64 BWI members who read and scored the entries. As the usually-effusive category chair Marlin Bree offered, "This was a good contest and bringing the electronic form and all its ramifications -- with its initial terrors -- is truly appreciated and admired ... especially when it had to work among the more hide-bound and electronically challenged editors and writers like myself. But after I gathered up my courage and plunged in, the all-electronic form worked very well indeed."

Generally, the change to the all-electronic contest format went well, though some oversized files caused up- and down-loading issues. Literally all comments about the new routine were positive and many entrants mentioned the environmental gains of less paper, less fuel, etc. Contest costs going forward will also be less, for both members and BWI, with the elimination of copying and mailing/shipping expenses.

Contest results will be divulged during the Miami General membership meeting. First to third-place awardees will be advised in advance that they "won something" by email and encouraged to collect the booty there. Sponsors will be invited as well to hand out the awards.

Grand Prize for 2010 To be Given in Miami

BWI will present a Grand Prize Writing Award for the 2010 Contest Year during the Miami members meeting. The recipient was chosen from 48 award winners -- the top three entries in each of 16 writing categories -- recognized in the 2010 Writing Contest. The award consists of a four-figure cash prize and trophy. Co-sponsors of the Award are Martek of Palm Beach and Overing Yacht Designs.

Judges for this award are faculty at the S.I. Newhouse School of Public Communications of Syracuse University, and all working magazine journalists: Professor Melissa Chessher is a magazine writer and editor and teaches classes in those disciplines; Aileen Gallagher is a former senior editor for *New York* magazine online and appears in various print and online outlets; Jim Shahin started as a newspaper reporter, became a humor columnist and currently writes the Smoke Signals barbecue column for *The Washington Post*.

2011 Contest Sponsors

- Boating Columns** – sponsored by KVH Industries, Inc.
- Boating Lifestyles** – sponsored by Discover Boating
- Boating Profiles** – sponsored by ZF Marine
- Boating Travel or Destinations** – sponsored by Martin Flory Group
- Boating Adventures** – sponsored by Yamaha Marine Group
- Boat/Engine Care and Maintenance** – sponsored by Interlux Yacht Finishes
- Electronics** – sponsored by Jeppesen Marine
- Ethics and Environment** – sponsored by Thetford Marine
- Fishing** – sponsored by Suzuki Motor Corporation
- Boating Issues, News and Analysis** – sponsored by Mercury Marine
- The Business of Boating** – sponsored by Home Port Marine Marketing
- Seamanship, Rescue & Safety** – sponsored by Sea Tow Services International
- Technical Writing** – sponsored by Dometic Marine
- Boat Tests** – sponsored by Volvo Penta
- Gear, Electronics and Product Tests** – sponsored by Xantrex Technology Inc.
- Megayachts** – sponsored by Awlgrip North America
- Original Online Content** – sponsored by National Marine Electronics Association.

BWI Annual Miami Meeting Plan

The agenda for BWI's Annual Meeting starts with Continental breakfast, courtesy of the National Marine Electronics Association, moves on to brief Association business, then presentation of the 2011 Annual Writing Awards and Grand Prize Writing Award for 2010. A short coffee break will be held, followed by an industry Newsmaker presentation.

NMMA President Thom Dammrich, who drew 160 members of the recreational boating industry to a "Recreational Boating Stakeholder Growth Summit," will address BWI members on what he hopes will be the media's role in the expected multi-year effort to revitalize and grow the boating industry. He will highlight emerging recreational boating trends and changing demographics in the market. Notes Dammrich, "I think a lot of participants were shocked at some of the missed opportunities, industry trends, and overall need for our industry to adjust to the changing population in the U.S."

NMMA has put online all of the summit's presentations, deliberations and surveys. It can be accessed at: <http://consensus.fsu.edu/Boat-Summit/index.html>.

Miami International Boat Show

The 71st annual Miami International Boat Show & Strictly Sail Miami, one of the world's largest boating events, runs February 16-20, showcasing thousands of the newest powerboats, sailboats, engines, electronics and marine accessories from more than 2,000 manufacturers from around the world. A new attraction this year is "Fred's Shed" for the DIY crowd, and return runs for the Dive & Travel Harbor featuring the "Be a Diver" scuba pool, and the revamped Discover Boating Resource Center, a boating education experience offering free boat rides, on-the-water training courses, and daily seminars.

Media can apply for a credential by visiting the shows' site, www.miamiboatshow.com, clicking on the Press Room tab, then Media Badge Request, and providing the required information. Note that all passes must be picked up in the press room. For additional press information and to arrange interviews, live remotes or special show access, contact Sarah Ryser, 312/946-6285, sryser@nmma.com.



The media center at the Miami Beach Convention Center is open Tuesday Feb. 14 through Monday, Feb. 20; Room A-110 and A-111; 786/276-2702. Check bulletin boards and with staff there for media events and location verification.

Register for Brokerage Show Credentials

To register for media credentials for the 2012 Yacht & Brokerage Show in Miami Beach, taking place Thursday, February 16, through Monday, February 20, visit: <http://pressroom.showmanagement.com/yacht-brokerage-show-in-miami-beach-2012-media-credentials>. The deadline to register for media credentials is Friday, February 3.

Pick up credentials onsite at the press room throughout the duration of the show. The press room will be located in the city parking lot off the intersection of the 4600 Block and Collins Ave. in Miami Beach. Contact Danny Grant, 954-776-1999 ext. 235, dgrant@piersongrant.com.

Send Media Event Details to BWI

Supporting Members are encouraged to send details of their Miami media events for inclusion in a special pre-show flyer to be distributed to BWI members the week of February 13. Provide the subject of the event, time, location and contact person for further information. Deadline for submissions is Friday February 10. Send details to info@bwi.org.

Member OnLine Directory Growing



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"/>

BWI's Interactive, online Member Directory now includes about 90 member listings since it went "live" back in September. There is a link to it on the homepage at

www.bwi.org and it is ready for member input and/or updating. 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 current member records

included, go to www.bwi.org/writers/search.php.

All members in good standing are encouraged to input and update listings. An access URL is required which 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. A record needs to be made 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 should contact info@bwi.org.

Calendar & Events

Merc To Intro Two New Products

Mercury Marine will introduce two products at the Miami Show on Thursday February 16 at 10:15 a.m. in their booth (M96) inside the Miami Beach Convention Center. Additional event details coming soon. Contact Lucas Lauderback, 920/929-5980, lucas.lauderback@mercmarine.com

SoCal Women's Sailing Convention

A sailing convention for women will take place on

Saturday, February 4th at the Bahia Corinthian Yacht Club in Corona del Mar, California. BoatUS is primary sponsor of the Southern California Yachting Association's (SCYA) 23rd Annual Women's Sailing Convention. The event, centered around a series of on-and-off-the-water educational workshops, is open to novices to experts. Prepaid registration is required as space is limited and the event is an annual sell-out. A registration form is available at <http://wsscya.scyaweb.org>.

SeaKeepers Plans Brokerage Preview

SeaKeepers is planning a preview of the Miami Yacht and Brokerage Show Wednesday February 15 from 6:30 to 9:30 p.m. from a historic villa on Pine Tree Drive, directly in front of the show. Tour the Show by boat; libations and food included. Limited availability for this pre-show event with arrivals accommodated by land or sea. To RSVP, go to www.seakeepers.org/Events.aspx.

Member News

Rhodes to Market IBEX Trade Show

The International BoatBuilders' Exhibition and Conference (IBEX) has selected



Rhodes Communications, Inc. to provide advertising, marketing and public relations services for the annual boating-industry trade show. IBEX is the marine technology showcase and networking event for the North American boating industry, owned and produced by the NMMA and *Professional Boat-Builder* magazine. IBEX 2012 is scheduled for October 2-4 at the Kentucky Exhibition Center in Louisville. The 2011 event had more than 90 educational seminars, 550 exhibiting companies and nearly 4,700 attendees. Contact: Charmaine Berina, cberina@rhodescomm.com.

Home Port Gains Safety Product Client

Autotether™, manufacturer of wireless kill switches, has chosen Home Port Marine Marketing to help the company develop the global distribution network for its product line and to provide product publicity and promotion services. HPM will also promote a wireless man overboard device. Contact David Pilvelait, david@homeportmarine.com.

Bassers Will Get BoatUS Angler Tows

BoatUS Angler has signed a sponsorship agreement with B.A.S.S. to be the Official Towing Service of the 2012 Bassmaster Open Series. This new agreement will mark the first time where B.A.S.S. has allowed outside help from a formal towing service for anglers during competition. Tournament anglers who buy a BoatUS Angler membership will also benefit from their subsequent free participation in the "Weigh-to-Win" tournament cash bonus program. Contact Scott Croft, SCroft@BoatUS.com.

Xantrex "Tech Doc" Series on YouTube

Launched two years ago to address common concerns and questions that end-users, installers and DIYers had regarding electronic products and power systems situated aboard boats, trucks and RVs, Xantrex has expanded its educational "Tech Doctor" series to YouTube. A wide range of topics have been repurposed for the video channel, with more planned for the future in both print editorial and video applications. To view the series visit www.youtube.com/



xantrextechnology.com. To request print or video editions email Mitul Chandrani at mitul.chandrani@xantrex.com.

PR Power Adds Trailer Client

Myco Trailers will be pulled into 2012 with a new publicity team, having hitched-up with PR Power for a communications program telling the custom boat trailer company's story. The public relations campaign will strive to broaden the trailer maker's reach in power and fishing boats, as well as in the government, municipality and commercial boating trailer market segments. Contact Marilyn DeMartini, md@prpower.biz.

Furuno Reminds On Watch Alarm

Amendments making BNWAS (Bridge Navigational Watch Alarm System) mandatory equipment for passenger and cargo vessels take effect July 12, 2012, advises Furuno U.S.A. The electronics manufacturer reports it has developed the BR500 to meet the requirement, an alarm/alert system that monitors the watch officer's presence on the bridge for casualty avoidance. The system

will initiate a predetermined sequence of alarms if it senses inactivity on the bridge for a set period of time. For details, contact Jeff Kauzlaric, JeffK@Furuno.com.

No Paper Invoice for '12 Dues

Some BWI members have inquired about not receiving a snail-mailed paper invoice for 2012 dues, and the answer is none was mailed. Just like the Annual Writing Contest, dues invoices have gone digital and were sent electronically last November.

With the new routine, members are asked to check their listing in the Annual Di-

rectory and advance updates, if needed, to BWI HQ. Then they may pay dues by check or via PayPal by scrolling down to the link on the "Join" page at www.bwi.org. Active dues are now \$50 per year, Associate dues are \$60. (Supporting member dues are invoiced in March.)

Dues payment keeps access available to the member

LinkedIn networking site, the On-Line Opt-In Member Directory, and newsletter notification system. Those unsure about their status can send an inquiry to info@bwi.org.



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Welcome New Members

Active Members

- Danielle Aragon, Managing Editor, Ft. Lauderdale, FL
- Lauren Beck, Editor, Ft. Lauderdale, FL
- Jen Brett, Associate Editor, Middletown, RI
- Rebecca Cahilly, Contributing Editor, Ft. Lauderdale, FL
- Carol Cronin, Writer/Author, Jamestown, RI
- Steve Davis, Managing Editor, Ft. Lauderdale, FL
- James Fasino, Writer/Photographer, Clifton, NJ
- Lawrence Husick, Writer/Lecturer, Southeastern, PA
- Nico Kavaleff, Writer/Photographer, Espoo, Finland
- Janine Ketterer, Associate/Content Editor, Ft. Lauderdale, FL
- Kate Lardy, Editor, Ft. Lauderdale, FL
- Vickie Lathom, Freelance Writer, Annapolis, MD
- Earl MacKenzie, Freelance Writer, Newport, RI
- Risa Merl, Senior Editor, Ft. Lauderdale, FL

- Charles Scott, Writer/Photographer, Ann Arbor, MI
- John Turner, Web Editor, New York, NY
- Claiborne Young, Editorial Director, Elon, SC
- Danielle Zartman, Writer/Photographer, Mariposa, CA
- Tom Zydler, Writer/Author, Ft. Lauderdale, FL

Supporting Member

- Boat Ed - Kalkomey Enterprises, Tammy Sapp, Communications Dir., Dallas, TX

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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.

