

Inside this issue:

Contest Update Latest Numbers Need for Judges	2
Active Member News	3
Calendar & Events	4

## Most Wonderful Time of Year

For literally all of us, the Holidays, however defined, are a time for reflection, introspection, assessment and, for the brave, resolutions. It's true for BWI as well and this month is a good example of what we do, where we might do more, and what we have planned.

Our Webinar, "How To Score Work Outside Boating," on December 12 by Director Lenny Rudow, freelance journalist Charles Plueddeman and myself, was a very upbeat, useful, tip-full presentation which everyone can now review at [www.bwi.org](http://www.bwi.org) under the "webinar" tab.

There is more writing work out there for those who want it, though it may not be evident if we continue looking at the same sources. Lenny and Charles explained how they have networked and found opportunity beyond boating, and offered ways to do so. This is an educational resource for all members, so take advantage of it (and the others there).

The Writing Contest is BWI's "big event" of the year, and the articles are flowing as described on the next page. It recognizes great writing, passes out some nice cash prizes, and reminds the industry that we are a resource ready to help promote it. Two concerns: though it is early, a



Image: [www.nausetlight.org](http://www.nausetlight.org)

few categories need more input to be judged, and as always, we need more judges.

If a category does not get 10 entries, it is not considered valid, so kindly check those with low numbers and file a story there or encourage a colleague to submit something. We will also remind you of this in about another week, before the deadline of December 31.

We also need reading judges for almost all categories in the contest. Please volunteer (see next page), offer up a staff member, or pass the word. It is so much easier now to handle this job with a digital format. Just connect to the Internet, read, score and send results in. And, you might get an idea or

two about another story somebody needs.

More publishers are helping their writers enter the contest and this is doubly good news for BWI. Chris Caswell has a new digital publication, filed a number of stories for his stringers and just signed up seven new members. The folks at *Cruising World*, *Sail*, *BoatUS Magazine*, *Chesapeake Bay*, *Soundings*, and *Bonnie* titles plus others do the same. This builds membership and helps us continue offering benefits to all members.

The call for election candidates has produced a run for the open Director seat. Thanks to Roger McAfee and Michael Sciulla for their current or continuing interest to serve. The officer ranks have incumbents re-running. A ballot with backgrounders will come your way in January. Please take time to vote.

It really is a Wonderful Time of the year for our writing community. From all of the volunteer Officers, Directors and staff, our warmest Season's Greetings!

If there are topics you think should be addressed in this column, please email me at [jwooldridge@aimmedia.com](mailto:jwooldridge@aimmedia.com).

**John Wooldridge**  
**BWI President**

# Entries Flowing in Writing Contest

With less than two weeks to the December 31, 2012 deadline, entries are seeing a pickup in flow into the Annual BWI Writing Contest. A rough count at newsletter presstime shows 66 entrants have uploaded 111 articles and links. This compares to a final count last year of 110 entrants and 301 entries. Each category is required to have 10 entries. A current count shows some categories may be in jeopardy:

## Several Categories In Need of Entries

Boating Columns – 16  
Boating Lifestyles – 10  
Boating Profiles – 9  
Travel or Destinations – 9  
Boating Adventures – 8

Care and Maintenance – 3  
Electronics – 2  
Ethics and Environment – 1  
Fishing – 2  
Issues, News & Analysis – 12  
The Business of Boating – 3  
Seamanship, Rescue – 7  
Technical Writing – 6  
Boat Tests – 4  
Gear, Product Tests – 11  
Megayachts – 1  
Original Online Content – 5

Contest organizers have put this early warning system in place to advise that some categories will require more submissions to be valid. At least one additional update will be issued to entrants to encourage them to enter – or add entries – to those categories with shortfalls. The advantage of entering smaller categories is a greater chance of winning.

The entry routine has been adjusted to make it easier to pay membership dues, file and upload articles and extras at one time or different times. Several category definitions and scoring routines are updated to make them more fair and clear.

BWI members are allowed two submissions to the contest without charge; additional entries are \$25 apiece. Each category will be judged by four BWI members in the first few weeks of the New Year. Cash awards and plaques are presented to the winners at the Miami Boat Show in February, 2013.

To access the contest brochure and entry details go to [www.bwi.org/downloads/BWI2012WritingContest.pdf](http://www.bwi.org/downloads/BWI2012WritingContest.pdf).

## Contest Judges Sought

With 17 categories in this year's contest, 68 judges are being rounded up to do the reading. Last year's judges have been contacted and many have agreed to help manage the process again. But, there remain a number of open spots where more volunteers are needed.

Judging is a great way to keep up on all the subjects, ideas and current writing that have taken place during the year. The key factor is a judge can't read a category in which he or she has entered.

Chairpersons are needed in two categories, Boating Profiles and Electronics. This job requires keeping all the readers on deadline (usually a two-week window), collecting the scores, determining the cash and "merit" winners and providing that information to BWI headquarters. Since the contest has gone digital, all communication can be taken care of by email.

Reading judges are needed in the following categories:

- Boating Profiles
- Travel or Destinations
- Boating Adventures
- Engine Care & Maintenance
- Electronics
- Issues, News and Analysis
- The Business of Boating
- Seamanship, Rescue
- Technical Writing
- Gear and Product Tests
- Original Online Content

To volunteer, contact Contest chair Lindsey Johnson at [ljohnson@lakelandboating.com](mailto:ljohnson@lakelandboating.com) or executive director Greg Proteau, [info@bwi.org](mailto:info@bwi.org).

## 2012 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  
**Boat/Engine Care and Maintenance** – sponsored by Interlux Yacht Finishes

**Electronics** – sponsored by Jeppesen Marine

**Ethics and Environment** – sponsorship open

**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.

# Active & Associate Member News

## Hughes Presented Jerry Martin "J" Award

The Marine Retailers Association of the Americas presented its 2012 Jerry Martin Journalism Award to Glenn Hughes, vice president and group publisher of Bonnier Corp's Marine Division, during the Dealer Expo in November. The award recognizes significant contributions to boating advocacy journalism.

Among other efforts, Hughes led his company's involvement in a U.S. Coast Guard grant, including innovative webisodes, games, quizzes,

and other content to increase consumer knowledge particularly in the areas of boating under the influence, navigation rules and the use of life jackets.

The award is named for the late Jerry Martin, awarded a Life Membership for service to BWI, and significant contributor to the MRAA. Martin founded the global marine public relations firm in his name which became Martin Flory Group headed by president/owner Laura Martin and general manager Kelly Flory.

## Kenton Smith Named My-Villages Counsel

My-Villages, the newly launched online collaborative for consumers, service providers and product manufacturers, has selected Wanda Kenton Smith of Kenton Smith Marketing to handle its North American public relations activities, and to support other key marketing and media initiatives. Kenton Smith serves as a national marketing columnist for *Soundings Trade Only* and is president of Marine Marketers of America. Contact her at [wanda@kentonsmithmarketing.com](mailto:wanda@kentonsmithmarketing.com).

## Costs Lowered for Boat Design Courses

Westlawn Institute of Technology, the non-profit educational affiliate of the American Boat & Yacht Council (ABYC), has lowered education costs to help boat design students follow their boating passion and attain goals. "Westlawn has trained more practicing boat designers than any other school in the world," said BWI member Dave Gerr, school Director. There are four modules of the professional diploma program, Yacht & Boat Design, the short course Elements of Technical Boat Design, and continuing-education courses. Contact Gerr at [dgerr@westlawn.edu](mailto:dgerr@westlawn.edu) or visit [www.westlawn.edu](http://www.westlawn.edu).

## T-Shirt Raises Funds For Hurricane Relief

Charlie Levine, editorial director at [www.BDOOutdoors.com](http://www.BDOOutdoors.com),

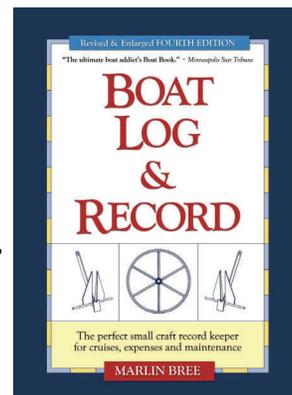
advises the internet saltwater community is offering a special t-shirt to help raise funds to rebuild the fishing areas affected by Superstorm Sandy. The storm struck the coast at the beginning of the fall run of striped bass. Marinas were obliterated, tackle shops washed away, and coastal access destroyed. The damage to recreational boats alone topped the \$650 million mark. BD worked with a New Jersey artist to create a "Rebuild and Fish" t-shirt to raise proceeds for the nonprofit Restore Our Shore. Shirts cost \$19.95 at [www.bds wag.com](http://www.bds wag.com).

## Bree's Log Book in Fourth Edition

Marlin Bree, a multiple winner of BWI's Writing Awards, has updated and expanded his nautical log book and organizer to help boaters maintain records about their vessels and voyages. *The Boat Log & Record: The perfect small craft record keeper for cruises, expenses and maintenance* (4th edition), is divided into 10 sections, each with a special tab for handy reference. The all-in-one handbook is 186-pages, measures 8 1/2 x 11 inches, and has a laminated four-color waterproof cover. "Just about anything that a boater needs to know and keep at finger tips is here," Bree said. "I use this book for all my information keeping." It's available at bookstores, marine book suppliers, and online booksellers. More detail at [www.marlinbree.com](http://www.marlinbree.com).



Glenn Hughes (l.) with Kelly Flory



# Calendar & Events

## BWI OFFICERS

### President

**John Wooldridge ('12)**

[jwooldridge@aimmedia.com](mailto:jwooldridge@aimmedia.com)

### 1st Vice President

**Alan Wendt ('12)**

[awendt@wendtproductions.com](mailto:awendt@wendtproductions.com)

### 2nd Vice President

**Lindsey Johnson ('12)**

[ljohnson@lakelandboating.com](mailto:ljohnson@lakelandboating.com)

## BWI DIRECTORS

**Michael Sciulla ('12)**

[msciulla@gmail.com](mailto:msciulla@gmail.com)

**Alan Jones ('13)**

[boatscribe@comcast.net](mailto:boatscribe@comcast.net)

**Lenny Rudow ('14)**

[ultangler@aol.com](mailto:ultangler@aol.com)

**Heather Steinberger ('14)**

[heather@writeonllc.com](mailto:heather@writeonllc.com)

**Zuzana Prochazka**

**BWI Past President**

[totemgroup@msn.com](mailto:totemgroup@msn.com)

**Greg Proteau**

**Executive Director**

[info@bwi.org](mailto:info@bwi.org)

## Save The Date, BWI Annual Meet

BWI's annual General Membership Meeting takes place Friday February 15, 2013 in conjunction with the Miami International Boat Show. Writing Contest Awards will be presented as will a new feature being developed by BWI for media and show exhibitors. BWI advises others planning media functions to avoid the 8 to 10 a.m. time period of its meeting to prevent time conflicts with journalists who attend the show.

## Miami Innovation Entry Deadline is January 18

BWI members can remind clients and Supporting members can enter the Miami Innovation Awards Program and need to do so by January 18, 2013. NMMA will again recognize innovative boats and consumer products at the Miami International Boat Show & Strictly Sail. Produced by NMMA and judged by BWI members, these are the boating industry honors for product excellence. The 2013 Innovation Awards will be presented during the show's an-



nual Industry Breakfast on Thursday, February 14. Details at [www.miamiboatshow.com/exhibitors/promotions/awards.aspx](http://www.miamiboatshow.com/exhibitors/promotions/awards.aspx). Contact Melissa Gurniewicz, [mgurnie@nmma.org](mailto:mgurnie@nmma.org).

## Education Standards Under Review

The National Association of State Boating Law Administrators has issued a call for revisions to boating education standards which went into effect January 1, 2012. Submissions are encouraged from any party materially affected by the standard, including non-NASBLA members. The revisions period will close on February 13, 2013. Input on the standard will be accepted via the website, <http://esp.nasbla.org/esp>.

Questions, including using the website and login credentials, should be emailed to [esp@nasbla.org](mailto:esp@nasbla.org).

## USPS Annual Meeting

United States Power Squadrons annual meeting will be January 13 to 20 held at the Hyatt Jacksonville (FL) Riverfront Hotel. USPS kicks off its 100th anniversary celebration during the event with special anniversary events planned and an updated format. For details, visit [http://www.usps.org/php/reservations/meetings.php?mtg\\_id=11](http://www.usps.org/php/reservations/meetings.php?mtg_id=11).

## Marina Conference

Registration for the International Marina & Boatyard Conference (IMBC), January 30 – February 1, 2013, at the Greater Broward County/ Fort Lauderdale Convention Center in Florida is available online at [www.marina-association.org/imbc/registration](http://www.marina-association.org/imbc/registration). The event is organized for marina and boatyard owners, operators, and managers as well as dockmasters, harbormasters, boat builders and repairers, and industry consultants. Rates start at \$365 for the full three-day conference.

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](http://www.bwi.org).

Send items to be considered for publication to Greg Proteau, [info@bwi.org](mailto: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.

