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Awards, Values, Benefits, Goals

February 17, 2012 was a meaningful day for BWI. As I sat in the Miami Beach Convention Center meeting room watching friends and colleagues come forward to accept their awards from the category sponsors of this year's writing contest, I had the unmistakable feeling that the core membership of this organization is thriving despite the difficult economic times we are all dealing with.

Having served as chairman of the Safety and Seamanship category, along with four other members who gave unstintingly of their time and energy to help judge and rank the work of their fellow writers, I was proud that a sense of service to the organization continues to be a fundamental strength of the membership.

A bit of background is in order. When Bob Black and Greg Proteau approached me in 1985 to help them rejuvenate BWI, the organization was almost forgotten and the membership had virtually withered. Boating writers, veteran and novice, had no real place to meet and exchange views, or to build camaraderie based on a shared love of watersports. We all knew one another from contacts at boat shows and press events, but the scope of what we were accomplishing, bring-



Miami Awards in waiting

ing information and entertainment to those who shared our fondness for being afloat, was not evident.

With the aid and encouragement of the NMMA, we held our first meeting in Chicago at IMTEC, once the pre-eminent trade show for an industry burgeoning with boats and gear. We followed that with a January meeting at the New York Boat Show in the now-lost Coliseum just off Central Park. But it was at the Miami Boat Show that BWI gained traction, with a turnout of writers from across the country.

The organization grew slowly at first, with speakers who valued a captive audience attracted by the promise of coffee and donuts. After I handed over the gavel to Dan Fales, then the Executive Edi-

tor of *Motor Boating & Sailing*, every member took it upon themselves to help spread the word and grow BWI, both in membership and stature. I'd ask you to help us with the recruiting effort again.

Today, BWI members can take credit for helping to grow a sport that touches the lives of over 70 million boat owners and participants in the United States alone. Some of our members have active overseas gigs as well, extending the reach of BWI, its sponsors and members, that much further.

The challenges of digital media and social networking are quickly becoming as important as the basic writing and photography skills that have sustained most of us over the last 27 years. Some of our members have prospered in the digital environment, and have generously shared their insights with us at meetings or in webinars sponsored by Dometic -- more of us need to learn how to grow and compete as they do. We'll try to help.

I am excited to be working with a board of directors who believe in service to you, their friends and colleagues. They lead by example. So will I.

John Wooldridge
BWI President

New Officers, Directors Elected

BWI members elected three officers and two new directors in January. Officers elected to one-year terms are John Wooldridge, Editor-in-Chief of *PassageMaker Magazine*, President; website content provider and custom



Wooldridge (from l.), Steinberger and Rudow.



publisher Alan Wendt, 1st Vice President; and editor of *Lakeland Boating Magazine* Lindsey Johnson, 2nd Vice President. New Directors serving three-year terms are Lenny Rudow and Heather Steinberger.

Wooldridge has been a member of BWI for most of his writing career, and served as the association's President from 1985 to 1987. "Every-

one in boating knows this is a critical time for the industry, doubly so for those in the media," Wooldridge notes. "My primary goal will be to unify the Board of Directors and identify a role for each director so we can expand

services, grow membership and ensure BWI's future."

- Wendt has been a member of BWI for nearly two decades, has volunteered as a writing contest judge, BWI Innovations Awards

judge and served as a board member for the past three years.

- Johnson has been a member of BWI since 2003 and has served as chair of the BWI Contest Committee for the last five years.

- Rudow has been a writer and editor in the marine field for over two decades, and has authored six books. His byline regularly appears in a

wide variety of magazines and web sites, and his writing has resulted in numerous BWI writing and OWAA Excellence in Craft awards.

- Steinberger has been a professional writer for more than 15 years, with experience as an advertising copywriter, PR specialist and magazine editor prior to launching her freelance writing business. Her work appears in a variety of regionally and nationally circulated magazines.

Continuing as Directors are: Immediate Past President Zuzana Prochazka, editor of *Talk of the Dock* and freelance writer for a number of boating magazines and online venues; Michael Sciulla, a *Soundings Trade Only* columnist and communications strategist; and Alan Jones, full-time writer and editor for *Boating World Magazine* and contributing editor for *Sea Magazine*. BWI executive director Greg Proteau serves as secretary/treasurer of the board.

Contact emails for all Directors can be found on the last page of this newsletter.

ACR Locator Lands at Shake-A-Leg



The door prize winner drawn from a bowl of business cards of those attending BWI's Annual Meeting was originally collected by Stacey Vivirito with Martin Flory Group. And in the spirit of "pay it forward," she donated it to Shake-A-Leg Miami, the watersports community center specializing

in working with people with physical, development and economic challenges.

Provided by Chris Wahler, Product Line Manager of Beacon Solutions for ACR Electronics, the ResQLinkT+ is said to be the smallest, lightest, buoyant Personal Locator Beacon (PLB) on the

market. It has a 66 channel GPS for position acquisition, a backup 121.5 MHz homing capability, a flashing LED for visual locating and lashing loops for ease of carriage. For more information, visit www.shakealegmiami.org. Contact Wahler at Chris.Wahler@Cobham.com.

Award Presentations in Miami Beach



Top row: (left) Kristen Frohnhoefer and Gail Kulp of Sea Tow with Mark Pillsbury; (right) Mark Gratton of Martek, Jim Flannery and Jon Overing of Overing Yacht Designs. Above: (left) Bill Sisson with Laura Martin, presenting for Thetford; (middle) Zuzana Prochazka accepting BWI Service Award from Michael Sciulla; (right) NMEA's Bruce Angus with Ben Ellison and Bill Bishop.

Below: (left) Rebecca Cahilly, Lisa Overing, Dave Pilvelait presenting for Awlgrip, Alyssa Haak and Marilyn Mower accepting for Mark Masciarotte; (right) Chris Caswell and George Sass, Sr. (Photos by Ron Ballanti)

Results for the BWI Annual and Grand Prize Award winners and sponsor list are all posted on the homepage at www.bwi.org.



Writers Asked to Foster Grow Boating

NMMA President Thom Dammrich addressed BWI members and industry guests during the recent Miami Show. A condensation of his remarks follow . . .

I have been asked to focus on what I hope will be the media's role in an emerging, decade-long effort to revitalize and grow the boating industry.



BWI Director Michael Sciulla (l.) welcomes Thom Dammrich in Miami

I'd like to share ideas, some goals and some challenges we face and ask you to tell me how you can help.

I am sure

you have seen the numbers:

- New boat sales down 55% from 2006 to about 145,000 units in 2011
- Total boats in use declining for the past five years after a 15 year up cycle
- Age of boats in the fleet increasing from 16 years in 1997 to 21 years in 2010
- Age of boaters increasing with rising numbers in their 50's and 60's and declining in their 30's
- The current boating population is comprised of the fast-shrinking demographic - 90% of boaters are white. Of 157 million people added to the U.S. population by 2050, 97.2 million will be Hispanic.

Can we grow boating in the next decade? Henry Ford said, "If you believe you can or you believe you can't, you're right! I believe we can.

We hosted a Growth Sum-

mit in December; 160 people showed up. They developed four shared visions of success:

- Unified Industry Cross Sector Collaboration Brings Results - Boating Now Preferred Recreation Choice
- Boating Participation Soars! New Generation and Greater Diversity Attracted
- Expanded Access to the Water and the Lifestyle Has Been Achieved
- Smarter and Fewer Regulations, and Better Education Results in Safe, Affordable and Enjoyable Boating

They identified 39 challenges to achieve these visions and over 80 potential actions that could be taken to deliver a robust boating industry in 2021. Among them:

- How do we encourage boaters to invite friends on the water?
- How do we focus recreational boating recruitment more on kids and minorities?
- How do we improve efforts to provide better boater education?

Writers' Role?

Boating writers I think not only have an opportunity but a responsibility to help lead change with the power of words and images. How you do that is not for me to tell you, but for you to discover and tell me (us).

I can tell you what I think the needs are. You decide if you can help lead us forward.

Discover Boating has been successful and can be even more successful. Welcome to the Water (WTTW) is not just an advertising campaign -

it is a movement. You can be part of that movement and help recruit everyone in the industry and existing boaters to be part of it!

We must reach out to minorities - to non-whites - if we want to grow boating. Can you feature Hispanics, blacks and other minorities in your writing? It would be a good step forward.

A big part of the WTTW strategy is to leverage the experiences of current boaters to draw in new and welcome back lapsed boaters. How can you help us leverage the experiences of current boaters in your writing?

We need to find better ways to reach children and get them on the water. What can you do to promote youth boating opportunities to parents and children alike? What life skills can a child learn from boating?

There is a strong correlation between safe boating and enjoyable boating. What can you do to convince every boater they need boater education? What can you do to improve opportunities for education; to improve boating safety?

You have the opportunity and the responsibility to promote this great American industry to the public and public officials. Your possibilities are endless and the industry is counting on you to lead a path to change and growth. You have the tools and the power to make a difference. How can we help you?

Contact Dammrich at tdammrich@nmma.org.



More News from Miami Shows

Electronics Guide Introduced by NMEA

The National Marine Electronics Association (NMEA) has gone beyond its traditional role as a trade organization to create a "Guide to Boating Electronics" which provides purchase advice to boat owners and captains.

Prominent in the six-page guide is a "How to Choose" table that lets buyers match their criteria for electronics purchases to sources of supply, such as marine electronics dealers or Internet sellers. One observation is that a decision to buy at the lowest price from a discounter may ultimately cost a buyer more, due to selection of the wrong equipment or faulty installations that must be corrected.

Said interim Executive Director Bruce Angus, "Boating electronics are installed and used differently than home consumer electronics, and we hope the Guide will help to identify those differences and this knowledge will benefit retail outlets (better customer advice), manufacturers (better warranty control) and the end-users (better fun control)." Contact Angus, bangus@nmea.org.

Waterfront Challenge Continues in 2012

At the opening of the Miami Boat Show, Interlux® announced that its Waterfront Challenge will return in 2012 and award \$50,000 in October to organizations that create sustainable waterfront environmental improvements in their communities. Eight



Boaters at the Jeppesen Marine exhibit in Miami learning about mobile apps for C-MAP charts.

grants from \$4,500 to \$20,000 will be awarded to groups in the U.S., Canada and the Caribbean.

"We are pleased to be able to continue with the Waterfront Challenge in 2012," said Elenor Ekman, North America Marketing Manager. "Some outstanding waterfront improvement projects were recognized by our judging panel last year and we look forward to supporting even more sustainable projects this year.."

A five-judge panel of marine industry leaders - with the help of boaters voting on Facebook for their favorite projects among the applications - will select winners. Applications will be accepted beginning March 1 and organizations have until August 31, 2012 to apply. Awards will be announced at the Ft. Lauderdale International Boat

Show in October.

For applications, basic ground rules and other information about the Interlux 2012 Waterfront Challenge, visit www.waterfrontchallenge.com.

Sea Tow Adds Whaler to Sea Care Program

Boston Whaler is participating in Sea Tow's Sea Care program which extends a complimentary 95-day Sea Tow membership to all new boat owners. Also, existing owners are eligible for 14 months of Sea Tow membership for the price of 12.

The Sea Care program was designed to empower both boat manufacturers and dealers with the ability to provide customers with the service after the sale by offering on-water assistance. Membership includes free towing, jump starts, fuel drops, covered ungroundings, prop disentanglements, navigational assistance and more. Contact Cindy McCaffery, cindymccaffery@seatow.com.



Miami Product Innovations Abound

Fifteen marine products were highlighted for innovative achievement at the Miami Boat Show. Thirteen companies took home the 2012 Innovation Award and two garnered Honorable Mention.

Organized by NMMA and judged by BWI, awards recognize products that are innovative, benefit the marine industry and consumer, are practical, cost-effective and available.

"The number of entries this year exceeded our expectations, and all of the products we reviewed paint a bright future for boating industry evolution," noted Zuzana Prochazka, Innovation Awards' Judge Chair for BWI and Editor of TalkoftheDock.com.

Rounding out the panel of judges this year were Ed

sent were in these categories along with brief comments from judges:

Apps & Mobile Software

Beneteau Toucan Dealer App by Jester Communications: an interactive selling tool that allows dealers to create a personalized boat and a quote.

Runabout & Fishing Craft

Pro Skiff Series by Mako: affordable 17-footer with innovative AIV hull shape.

Cruisers 25' to 60':

SLX 250 by Sea Ray: incorporates Quiet Ride Technology, an effort to lessen the total noise and vibration level.

PWC & Jet Boats

Sea Doo RXP-X 260 by Bombardier: incredible turning ability and comfort designed to build confidence.

Sailboats

Oceanis Series 48 by Beneteau: the electric transom opens up the cockpit and adds 3 feet to the boat.

Dock/Fender Equipment

V-Lift by Sunstream Boat Lifts: twice as fast as existing air lifts, has no air hoses or power pack to contend with. Honorable Mention: Eel Shore Power Cord by Marinco.

Consumer Electronics

InReach by Delorme: global satellite communicator affordably delivers two-way texting and SOS messaging. Honorable Mention: MS-AV700 Audio/Video Package

by Fusion Electronics

Installed Hardware

SCUBA Donning Assistance System by Dive Mate: simple, affordable add-on can help anyone don their dive gear.

Water Sports Equipment

Battle Saddle by Release Marine: functions like a classic fighting chair but only takes up one third of the space.

Outboard Engines

DF300 AP by Suzuki Marine: Selective Rotation feature combines standard and counter-rotation operation.



Safety Equipment

AIS Watchmate Vision by Vesper: dedicated AIS display that combines a touchscreen, WiFi and NMEA 2000.

Pontoon & Deckboats

Ambassador by Avalon: feature-packed with reclining loungers, pop-up wine rack.

Environmental Award

Propane Outboard by Lehr: outboard powered by propane from many sources.

For details go to www.nmma.org/news.aspx?id=18133; contact Sarah Ryser, sryser@nmma.org.



Beneteau Oceanis

Sherman, Educational Programming Director at the American Boat & Yacht Council; Jan Mundy, co-founder of *DIY Boat Owner* and writer; Lenny Rudow, Boat Review Editor for Boats.com and Electronics Editor for *BoatUS* and *Marlin* magazines; Alan Jones, Executive Editor for *Boating World* magazine; Elaine Lembo, *Cruising World* deputy editor; and Mark Corke, writer, author and blogger. Awards pre-

Active & Associate Member News

Esterle Pens Story of Fictional Marina

“The Latest News From Purgatory Cove” by Paul Esterle gives a humorous look at life in a (fictional, mostly) down-to-earth (some say down at the heels) backwater marina. Distilled from years of his habituating all kinds of marinas and boat docks, it pokes fun at all types of boaters, sailors and power boat-

ers, as well as the proprietors of the fish dock and marina. The marina staggers along from year to year, occasionally launches a wild scheme to make money, and has an infamous cadre of customers who keep coming back year after year to suffer abuse from the owners.

Esterle is Technical Editor of *Small Craft Advisor* and freelance writer covering “How-to” and “DIY” articles for many boating magazines. The book is available online at www.lulu.com/spotlight/captnpauley in hard copy and downloadable formats.

Martin Flory Adds Accessory Client

To enhance its global presence, Schmitt & Ongaro Marine has hired Martin Flory Group to handle its North American and international public relations. Both companies celebrate 50 years in

the marine industry this year. The new client offers lines of stainless steel steering wheels, horns, wiper motors and blades, motor control arms and other custom accessories. Contact Laura Martin at info@martinflory.com.

Marshall’s “Thriller” Published As E-book

There are giant waves lurking at sea, they just don't come ashore very often, according to a report by the European Space Agency. A high tide comes ashore in a Maine port, raising boats and then disappearing. Then a giant wave, known as a Soliton, washes ashore and destroys part of a fleet of sailing yachts racing to Bermuda, killing Kate James' husband of four months along with thousands of other people. Kate sets out to find out what caused the waves and why a single giant wave could cause so much damage.

What Kate James finds in *Soliton*, the new thriller from nautical author Roger Marshall, is a sinister plot aimed at eliminating a large part of the world's population and putting its resources under the control of a small cabal. *Soliton* has been published as an e-book with the Kindle

edition available from Amazon.com. Download chapter I of *Soliton*: www.homeportmarine.com/news/roger_marshall/chapter1.pdf. For complete editorial review copies contact Marshall, rmarshall26@gmail.com.

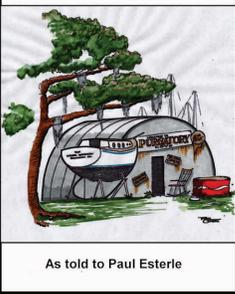
Safety Maker Chooses Home Port Marine

McMurdo Ltd. of Portsmouth, United Kingdom, manufacturer of marine safety and emergency location beacon products, has chosen Home Port Marine Marketing to provide U.S. corporate, brand and product publicity and promotion services. McMurdo Ltd. manufactures, markets and sells marine safety equipment under its own name and Kanad Marine. Contact David Pilvelait, david@homeportmarine.com.

Tuna Fish Trip Prize at BDoutdoors

Editorial director of BDoutdoors.com Charlie Levine passes along information about a contest his site is running where the winner heads to the waters off the coast of Canada's Prince Edward Island to battle giant bluefin tuna. It's a way of saying thanks to BD's growing online community, reported to be more than 80,000 members strong. Non-members can get details at www.bdoutdoors.com and register for free. The contest includes three days of fishing, airfare, accommodations, meals, tips, tackle and fishing expenses.

The Latest News From Purgatory Cove



As told to Paul Esterle



GPS Interference to be Resolved

Recreational and commercial boaters can continue to rely on global positioning devices to keep them safely on course following a Federal Communications Commission announcement in mid-February to revoke conditional approval of a proposed cellular telephone network that could interfere with GPS signals. The decision came after the U.S. Commerce Department advised the Commission that, "At this time there are no mitigation strategies" that could prevent interference with GPS signals if the cell phone network planned by a private company, LightSquared, were to be built as proposed.

"This is a significant development for all GPS users," said BoatUS President Margaret Podlich. "The FCC, as



America's guardian of our airwaves, needs to protect the integrity of the GPS system. It is one of the most important, reliable, and critical elements in navigation today - on boats, in the air, and on land."

LightSquared had originally asked the FCC for permission to build 40,000 cell phone ground stations across the country that would expand broadband cellular tele-

phone service. The National Telecommunication and Information Administration said tests indicate that the network would "...cause harmful interference to the majority of general navigation GPS receivers tested," and in addition, noted that "handset transmissions have the potential to impact General Navigation GPS receivers."

"While the news is positive for America's boaters, we aren't out of the woods yet," added Podlich. The FCC is hosting a 15-day comment period ending March 1 to solicit feedback on their plans to revoke LightSquared's conditional permit.

For more detail, contact Scott Croft, SCroft@BoatUS.com.

BWI OFFICERS

President

John Wooldridge ('12)
jwooldridge@aimmedia.com

1st Vice President

Alan Wendt ('12)
awendt@wendtproductions.com

2nd Vice President

Lindsey Johnson ('12)
ljohnson@lakelandboating.com

BWI DIRECTORS

Michael Sciulla ('12)
msciulla@gmail.com

Alan Jones ('13)
boatscribe@comcast.net

Lenny Rudow ('14)
ultangler@aol.com

Heather Steinberger ('14)
heather@writeonllc.com

Zuzana Prochazka
BWI Past President
totemgroup@msn.com

Greg Proteau
Executive Director
info@bwi.org

Welcome New Members

Active Members

- Christopher Gerber, Associate Digital Editor, Plymouth, MN

- Dale Miller, Editor/Writer, North Vancouver, BC

- Brett Renneke, Associate Editor, Plymouth, MN

- Michael Robertson, Writer/Blogger, Green Cove Springs, FL

- Richard Steinberger, Photographer, Bailey, CO

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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.

