



Journal

Founded in 1970

March 2012

Inside this issue:

Life Member Passes	2
Contest Wins Posted	
Notable Nav App	3
Sea Bird Counting	
Freelance Life	4
Active & Associate Member News	5
Calendar & Events	6
New Members	

A Problem Solved

In January, while my editorial staff at *Pas-sengerMaker* magazine and I worked diligently on the April, 2012 issue, I experienced one of those problems many an editor in our field has encountered. Two freelancers backed away from assignments that were due within three weeks of their deadlines. I'm pretty sure I felt several individual hairs turn gray.

The timing could not have been worse, as we were also neck deep in preparations for the educational program at the first-ever TrawlerPort program at the Miami Yacht & Brokerage Show on Collins Avenue. And on top of that, I was the chair for the Seaman-ship, Rescue and Safety judging committee for the annual writing contest, with a commitment to coordinate the final results in a timely fashion prior to the BWI meeting at the Miami International Boat Show. The very last thing I wanted, or had the available time to do, was write both pieces myself.

In the past, I might have retrieved my most recent copy of the BWI Membership Directory & Reference Guide and started frantically search-



ing for a writer or two that I could count on to produce two entirely different stories in an authoritative manner and meet the old deadline. It then dawned on me that the opt-in directory is now available online at the BWI website, and that I hadn't ever taken advantage of this new, convenient resource. Surely, I thought, this was about to make my job finding a qualified writer much easier.

And then Fate, or one of the three of them, dealt me an interesting card. One of my writing contest judges, Eric Colby, emailed his results to me and, in closing, asked if I would keep him in mind for freelance work. You can imagine the speed with which I replied, wondering if his schedule might allow completion of two features in the next three weeks. Twenty-one days later, I had two well-written features on the most

recent advances in coatings and safety gear, along with a host of images to illustrate each.

I've known Eric Colby for a number of years, and have followed his work at *Boating*. I've long appreciated his informative, entertaining style and his ability

to handle a broad range of general and technical boating topics. And I've been in the audience in numerous years as he walked up to receive awards for his BWI writing contest entries. So have many of you, I am sure.

My point is that Eric stands out not only for his excellent work, but also for his willingness to volunteer, and to help grow this organization. There are countless numbers of terrific writers among us, many with specialized capabilities and the depth of experience to help advance our sport, to see boating grow and prosper. Service to your fellow writers may not always mean direct, measureable results, but it is one of the best ways of staying connected, making BWI a stronger organization over the coming years.

**John Wooldridge
BWI President**

Life Member Hardman Has Died

BWI recently learned that former President and Life Member Tom Hardman died in April, 2007 at the age of 91, it was reported in the *Lakeland (FL) Ledger*. (Thanks to Tammy Sapp of BWI Supporting member Boat Ed - Kalkomey Enterprises who uncovered the information while searching for writers in the BWI databases.)

Hardman had a lifelong and varied writing career, serving as editorial director of *Air Force Magazine* during World War II (he rose to the rank of Lt. Colonel), as associate editor of *Cosmopolitan Magazine* in New York, editor and publisher of the *Outboard Magazine* and *Boating Progressor*. He wrapped up his career in 1982 after 20 years as editor of *The Water Skier* in Winter Haven, FL.

Hardman served as BWI



Tom Hardman

Photo: Water Ski Hall of Fame

sport and industry (to view the awards, go to <http://waterskihalloffame.com/aodbook.html?pageNumber=2>). He was an active member of St. John's United Methodist Church in Winter Haven and involved in helping build an orphanage in the Dominican Republic in the 1980s.

"Tom, described as a gentle and gracious man by colleagues, offered a ready smile and help to tenderfoot boating writers and to his established peers," observes BWI Executive Director Greg Proteau. "He included visits to the Miami Boat Show through the 90s and was a regular participant in our meetings there. In his day, Tom served modestly and effectively as a goodwill ambassador between journalists and both the water ski and boating industries."

President in the 1970s and was a member of the American Water Ski Educational Foundation. AWSEF presented its first "Award of Distinction" to him in 1991 for years of service to the

All 2011 Contest Winners Now Posted

An additional benefit of "going digital" in the latest BWI Annual Writing Contest is that all of the top three honored articles and posts can be reviewed via links at bwi.org/bwicontest/2012winners.htm

and on the Contest page. A listing by category, writer and publication/site of dollar-winning entries can be accessed in list form there. A click then downloads the PDFs that were submitted by entrants; as such, the images do not include author or publication identification.

Members often requested access to the winners via the website, but availability was often limited simply because posts were not made by the publishers. Now the winning selections can be used by

colleagues interested in craft improvement or as guides to content submitted for future contest entries.

In addition to the Annual Awards, information and links to recent "Grand Prize Awards" are on the Contest page. For those who may have missed it, the recent Miami Award presentation was covered by *Soundings Trade Only* including a video that at www.tradeonlytoday.com/home/518719-miami-soundings-writers-honored-at-bwi-awards.

2012 WINNERS		
1. BOATING COLUMN SPONSORED BY KVH INDUSTRIES, INC.		
1st: <i>Cruising World Magazine</i> 2011-09	<i>A Cold Look at Living Aboard, Tam's Blue, What World War Makes Say!</i>	Fatty Goodlander
2nd: <i>Sailing Magazine</i> 2011-09	<i>On The Wind</i>	Chris Cornell
3rd: <i>Cruising World Magazine</i> 2011-09	<i>Little Big Hope, Deep Dive Increases The Voyage Max Content</i>	Wandy Clarke
2. BOATING FEATURES SPONSORED BY THE MARINE GROUP		
1st: <i>Cruising World Magazine</i> 2011-09	<i>Black Death, Red Sharks, and Ancient Glaciers</i>	Astraea Murphy
2nd: <i>Cruising World Magazine</i> 2011-09	<i>Armed to the Teeth</i>	Clive Walker
3rd: <i>Cruising World Magazine</i> 2011-09	<i>From the White-Knuckles Files</i>	Diana Lombo
3. BOATING PROFILE SPONSORED BY ZZ MARINE		
1st: <i>Capehose Bay Magazine</i> 2011-08	<i>Death and the Beast</i>	Martha LeCinat
2nd: <i>Cruising World Magazine</i> 2011-09	<i>Full House or No House</i>	Heidi McCormick
3rd: <i>Sailing World magazine</i> 2011-11	<i>No Spaces in the Grid</i>	Stuart Street
4. BOATING TRAVEL OR DESTINATIONS – SPONSORED BY MARTIN FLORY GROUP		
1st: <i>Soundings</i> 2011-10	<i>Quiescence, New York City</i>	Stephen Blahdy
2nd: <i>Cruising World Magazine</i> 2011-11	<i>In Disney's Wake</i>	Heidi McCormick
3rd: <i>Cruising World Magazine</i> 2011-09	<i>Disney Island Sojourn</i>	Tia Murphy
5. BOATING ADVENTURE – SPONSORED BY YAMAHA MARINE GROUP		
1st: <i>Cruising World Magazine</i> 2011-08	<i>The Voyage of the Seven</i>	Fatty Goodlander
2nd: <i>Yachting America</i> 2011-08	<i>Adventure Awaits</i>	Chris Cornell
3rd: <i>Cruising World Magazine</i> 2011-08	<i>From Paradise to Palm Trees</i>	Jeff A. Leonard
6. WATERSKIING, CART AND MASTERSHIPS – SPONSORED BY INTERLUK TACTIC FINISHES		
1st: <i>Cruising World Magazine</i> 2011-09	<i>Turning Heads</i>	Jan Frost
2nd: <i>PassageMaker</i> 2011-07	<i>Importance of Oil Sampling</i>	George Sam
3rd: <i>Yachting</i> 2011-07	<i>Holes Sweet Holes</i>	Chris Cornell

Navigation App Debuted by Member

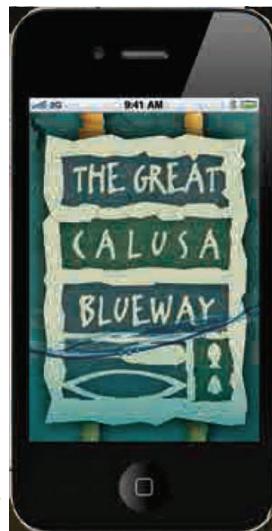
Betsy Clayton shared the new smartphone application she developed for the *Great Calusa Blueway Paddling Trail* at the International Boating and Water Safety Summit in San Diego in early March. The app helps canoeists, kayakers and Stand-Up Paddleboarders glide through Estero Bay, home to Florida's first aquatic preserve and 50 miles of the Trail. It's also designed to improve safety and convenience and available at no charge at the Apple app store.

Clayton believes it's a first-of-its-kind navigational aid, which provides real-time GPS

coordinates and navigation, interactive trail map with places of interest identified, boating tips and regulations, a brief history of Mound Key inhabitants and a key to the island's flora, fauna and wildlife. More information and a link to download the app is at www.LeeParks.org/BluewayApp.html and www.calusablueway.com.

Future plans include expanding the app to encompass the entire 190-mile Calusa Blueway as well as creating an application for droid versions of smart phones for the whole trail.

Lee County also will launch droid and iPhone apps for its Boat-ers Guide and its Artificial Reef Guide in late 2012. The apps are funded via a grant from the West Coast Inland Navigation District. Contact Clayton at bclayton@leegov.com.



Cruisers Aiding Sea Bird Counts

From the frigid waters of Maine and Antarctica to the warm tropical Caribbean seas, boaters focused their binoculars and cameras on seabirds to participate in the 2011-12 inaugural SeaBC Seabird Count. The SeaBC is a citizen science project organized by eight long-distance birdwatching voyagers from

around the world including BWI members Beth Leonard on Hawk and Wendy Clarke on Osprey.

This year's inaugural Sea BC was promoted by three long-distance cruising rallies: ARC (Atlantic Rally for Cruisers, Canary Islands to St. Lucia, 200 boats); Baja Ha-Ha (San Diego to Cabo San Lucas, 200 boats); and Caribbean 1500(Hampton, VA to Tortola, 70 boats).

Citizen science projects are experiencing explosive growth as volunteerism adapts to technology. "It's a new generation with new tools," states Diana Doyle, founder of the project. "We're taking environmental social projects like Earth Day cleanups to the next level. The Facebook, Flickr, and Google generation can now partici-

pate in their area of special interest by collecting and photographing geo-referenced data and uploading it to scientists for study."

Research projects such as migration and nesting, climate change, and beach erosion are improved and accelerated by including a larger observation and data-gathering pool. SeaBC seabird count data goes to Cornell University's eBird database, where boaters' sightings become a resource for scientists worldwide.

Boating birders can share sightings, receive identification help, and review a list of recommended paper and digital field guides at the community page: www.facebook.com/Birding.Aboard. Contact Diana Doyle, me-dia@birdingaboard.com.



SeaBird counting off the Cape Verde Islands.
Photo by Tom Wadlow

Freelance Life: Art of Procrastination

By Lisa Overing

I've been meaning to write this particular column on procrastination and best deadline excuses for a while now, but, for some reason, I kept putting it off. I'm sure there's a really good reason for procrastination that I may ponder...tomorrow.

I'm not sure why I procrastinate. I just know I've done it off and on for a long time. I think I get it from my mother as my father was always very punctual. Daddy was never late unless Mama and I were running behind scheduled ETD. Inevitably, he would say, "Lisa's almost ready. All she has left to do is start."

Procrastination hits everyone from time to time. Yes, I have heard that procrastination and perfection go hand in hand and I think it stems from the combination of a lack of self-discipline and anxiety over a perceived lack of the text's impressiveness. In any case, if you are going to put off until tomorrow what should have been done last week and fry everyone's last nerve, you had better have some good excuses ready.

(Feel free to generously sprinkle tried and true procrastination modifiers like: "please; don't worry; thanks for your patience while waiting for this latest masterpiece; mea culpa." Mix in a dose of humility while you hope and wait.)

- Rest assuredly, (insert editor name), I'll be e-mailing that draft in about an hour or so.
- It's raining out; I'm sure I'll



get a lot done today.

- I'm out of ink and can't send an e-mail right now.
- I've got an incredible block. I'm going to take a long walk.
- You know what, I still have that block. But I'm coming along nicely in spite of it.
- I have to fact check a quote from a persnickety source and then I'll send this right off. I know you are waiting. Thank you.
- Yoohoo! I sent that draft. Are you sure you didn't receive it? (Very brazen and only works once unless your editor is a complete idiot.)
- You still didn't get it? Sorry. (You could spend extra days in purgatory for this one.)
- Oh, wow, that's due today? News to me. I think I got your deadline confused with the one from XYZ Magazine. But, don't worry, I'm on the case and it shouldn't take long at all now.
- I'm almost done. Hang on, loosely. Please.
- Yikes! There was a power surge in my condo. I'm sure I hit save in time. Not to worry. Standby.
- Great news. My draft is

complete. However, I just noticed the weirdest thing. I wrote my story upside down and I need to move my nut graph up from the end to somewhere up north that makes more sense. Hang on.

- My puppy/child/vindictive ex ate/destroyed my notes/office. I'm regrouping as we speak. Please standby.
- My cat jumped on my laptop and inexplicably locked it out. Anyhoo, now I'm at Best Buy with the Geek Squad dealing with his cleverness. (Testament of freelance writer Suzi Durant.)
- I had a big fight with my significant other and I just can't concentrate on anything.
- I was contemplating the time-space continuum and became distracted.
- Did you say you extended my deadline? I don't quite remember (and surely don't want to be late).
- I realize you've been out of the office and frankly, I was wondering if you were going to read this tomorrow? If not, I surely would like an extra day or two.
- I know you are waiting. I'm almost done. Please standby.
- Ernest Hemingway was terrified by a blank sheet of paper, but I am not. I am fearless and almost done!

Lisa Overing has been a freelance writer and photographer dedicated to meeting every single, solitary deadline since 2002. She is a former BWI Director and previously wrote under the byline Lisa Hoogerwerf Knapp. Contact her at LisaMediaLLC@aol.com.

Active & Associate Member News

AuCoin Alerts to Gear Writing Contest

Bill AuCoin, who provides media relations for apparel maker Wrangler®, is spreading the word on the "Get Inspired for the Great Outdoors" contest for professional outdoor writers and photographers designed to encourage others to spend more time enjoying the great outdoors. Outdoor or boating communicators in the U.S. or Canada are invited to submit images or essays of 150 to 200 words for consideration. Winning photos and essays will be featured online at the company's websites and winners will also receive apparel. Entries will only be accepted from current members of outdoor or boating communications groups including BWI. For contest details including requirements and how to enter, visit [Wrangler Rugged Wear](#) and [Wrangler ProGear](#) online. Contact AuCoin at wmaucoin@verizon.net.

Martin Flory Adds Two More Clients

Northern Marine and CMP have hired Martin Flory Group to handle North American public relations. Based in Anacortes, Washington, Northern Marine manufactures long range cruisers and luxury yachts from 57' to over 150'. Based in Canada, CMP manufactures anodes, anchors, chain, autopilots and related equipment. Celebrating its 50th anniversary, Martin Flory has been involved in pleasure-

craft, commercial marine and outdoor recreation publicity since 1962. It focuses on working with editors and writers worldwide to promote clients' products, services and activities. Contact info@martinflory.com;

Fish Lady U Partners with Fishound.com

"Ladies, Let's Go Fishing!" Fishing University series for women (LLGF) recently announced a partnership with [Fishhound.com](#), the online fishing community and provider of real-time fishing reports. The joint marketing relationship will enhance promotions for each partner's membership organizations, online endeavors as well as acquaint Fishhound fans to how women can learn fishing. LLGF has three more dates set for 2012: in Ft. Lauderdale: April 20-22, Treasure Coast/Stuart May 18-20, and Florida Keys/Islamorada Nov. 9-11. Contact Betty Bauman, info@ladiesletsgofishing.com, www.ladiesletsgofishing.com.

Ballanti's Strike-Zone to Rep GPS Store

The GPS Store has partnered with marine market specialists Strike Zone Communications to launch a communications effort targeting the boating public, marine journalists and the boating/marine electronics industry. A full range of marine electronics products from all major manufacturers are offered at a showroom in Ocean Isle Beach, NC and website www.TheGPSStore.com.



Crew at The GPS Store

www.TheGPSStore.com

"We plan on leveraging the fact that The GPS Store is a valuable resource of information not only for consumers, but for marine journalists as well," said agency principal Ron Ballanti. "As a first step, The GPS Store has joined Boating Writers International as an industry supporting member. Contact Ballanti at strikezne@earthlink.net, www.strike-zone.net.

Home Port Adds Trailer/Stand Client

Brownell Trailers™ of Fairhaven, MA, manufacturer of hydraulic boat trailers and ROK® Boat Stands, has chosen Home Port Marine Marketing to provide product distribution network development and publicity for its brands and product lines. HPM celebrated its 10th anniversary in 2011. The marine products consultancy is headed by former BoatU.S. product marketing executives Jim Georgiadis and David Pilvelait. Contact Pilvelait at david@homeportmarine.com.

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Calendar & Events

Industry DC Meeting

The American Boating Congress, to be held in Washington, DC on April 24-25, is the industry's legislative conference, bringing participants together to help influence



public policy and present a unified front on issues that impact the recreational boating industry. ABC offers attendees an opportunity to discuss and learn about state and federal legislation, get first-hand insight from policymakers and network with other industry leaders. To learn more about ABC visit <http://www.nmma.org/government/abc>.

NMEA Expo Undegoes Redesign for 2012

Marine electronics dealers and

technical personnel will be attending the completely redesigned 2012 NMEA International Marine Electronics Conference & Expo, to be held September 26-29 at the Loews Royal Pacific Resort in Orlando, FL. Three technical tracks will anchor the event: a "Designer Track," "Installing to the Standards" and "Business Training - Business Growth." The Expo will showcase marine electronics in 11,000 square feet of exhibit area and highlight manufacturers' product introductions for 2013. Also new this year, the 2012 RTCM Annual Assembly Meeting and Conference has been scheduled to coincide on September 26-29 at the same resort.

Expo will continue to offer numerous networking events. For complete details and to register, see www.NMEA.org.

National Fishing & Boating Week

National Fishing and Boating Week (NFBW) June 2 - 10, 2012, is a national celebration of fishing and boating coordinated by the Recreational Boating & Fishing Foundation (RBFF). Coinciding with most states' free fishing days, NFBW occurs the first full week of June. RBFF encourages fishing and boating businesses and related organizations to be part of this national effort by hosting or sponsoring a NFBW event. They feel it's a great way to promote the joys of boating and fishing and increase awareness. An Event Planning Kit is available to help organizers. All materials are free and customizable and available at www.rbff.org/page.cfm?pagelD=46.

Welcome New Members

Active Members

- Kevin Counts, Editor/
Writer, Grosse Ile, MI

- Jack Klang, Freelance
Writer, Suttons Bay, MI
- Anne MacLachlan, Free-
lance Writer, San Diego,
CA

Supporting Member

- The GPS Store, Scott
Heffernan, Sales Manager,
Ocean Isle Beach, NC

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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.