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## Writer, Publisher Guidelines?

I have been following a discussion on the BWI section of LinkedIn dealing with one writer's claim that he had not been paid by an unnamed magazine. I thought back over the 35 years I've been writing about boats and other outdoor topics and identified three instances in which I had started work but was never paid because an editor's patience ran out.

Like most up and coming freelance writers, I lacked the judgment early on to turn down work and often found myself over subscribed in terms of deadlines. But aside from these instances, I don't think I was ever not paid for assigned and completed work.

This writer's situation stimulated discussion among BWI members that ultimately led to questions regarding contracts, payments, and whether or not our organization has the responsibility to air out these kinds of grievances. Since BWI is an organization of owners, publishers, editors, photographers and writers, the viewpoints are sure to differ on this.

The publications that I know of that are still in business might be "slow pay," but I doubt that they are "no pay." If they are the latter, it's been



my experience that that kind of information gets around among freelancers very quickly. But should we, could we, become the arbitrators? Would we have the power to gather all the facts from both parties? Other questions: Who will monitor, verify, and check to see if the parties involved have actually talked; when should the non-payment be considered overdue; was there an agreement and what were the original terms; who should intercede, and more. If we made the mistake of characterizing a company as no pay, and it turned out that they were simply slow pay, I fear the consequences to BWI, legal and otherwise.

Most editors have built a reputation of fairness with the writers and photographers

they use on a regular basis. Unfortunately, sometimes the corporate decision about when to pay is completely out of the editor's control -- not a policy conducive to long-lasting relationships that produce quality editorial, to be sure.

For the last four years, most of the editors I know have had their budgets cut about 10 percent per year, some even deeper. They've had to back all their loyal writers and photographers down in pay, but they simply won't stiff the people who bring them authority and insight, the power to sway their audience.

Should we be developing guidelines or standards for paying writers and photographers? If so, then it only seems fair that owners and publishers will want a set of guidelines regarding their expectations, as well. Having worked on both sides of the editorial desk, I'm inclined to say that these issues are already addressed in individual discussions and contracts between magazines and contributors every day. But I am curious to know what you think.

You can reach me at [jwooldridge@aimmedia.com](mailto:jwooldridge@aimmedia.com).

**John Wooldridge**  
BWI President

## BWI Says Goodbye to Dan Fales

Dan Fales, a well-known and respected marine journalist for more than two decades and BWI President in 1990-1991, died April 11 at the age of 78 after a long battle with lung cancer.

"Dan was a gentleman in every way," Peter Janssen, former publisher and editor-in-chief at *Motor Boating &*



Dan Fales (c.), Bill Sisson (l.) and John Wooldridge, circa 2002. Photo courtesy Louisa Beckett.

*Sailing*, where he worked with Fales for more than 20 years, told *Soundings Trade Only Today*. Fales was the executive editor and electronics editor. "Everybody liked Dan and, more importantly, everybody respected Dan. You could always count on him doing the right thing."

Beyond his skills as a writer and editor, friends say Fales was an excellent skipper. *PassageMaker* magazine editor-in-chief John Wooldridge recalls that Fales introduced him to the Intracoastal Waterway on a delivery run from Hilton Head, S.C., to Miami.

"Beyond being a pleasure to be on a boat with, Dan was such a professional on the water - he just knew so much and I learned a lot from him," Wooldridge says. Janssen says he made several delivery runs north from South Florida with Fales, and agreed, "He was extremely proficient on the water and just a pleasure to be on a boat with."

Fales and his wife, Jerry, had a 36-foot classic lobster boat built in Maine and they kept the boat in Norwalk, CT, while they both worked in Manhattan. The vessel, Barnabas, became their second home from April through November, with most weekends spent anchoring in Long Island Sound or picnicking and bird-

watching on one of the Norwalk Islands.

Louisa Beckett, another co-worker at MB&S, offered one of which she said were many reminiscences about Dan and Jerry: "They had two cats, Barnacle and Binnacle, whom they always took with them for weekend cruises on their boat. One time, one of the cats was sunbathing on the cabin roof and fell off into the water - 'cat overboard!' Dan had the presence of mind to grab a fishnet, race to the stern and scoop the cat right out of the drink!"

After retirement in the mid-1990s, the Fales bought a house in Tenants Harbor, ME, where he did freelance editing, most notably "*Chapman Piloting: Seamanship & Small Boat Handling*."

"He loved this sport so much and I think he was one of the real giants," Wooldridge says. "He will be missed."

To send a condolence note to Jerry Fales, the address is: P.O. Box 560, Tenants Harbor, ME 04860.

## Boating Apps Webpage Directory

United States Power Squadrons now has a new page on its website that lists potentially useful apps for boaters with mobile devices such as smartphones and tablets. The page includes both iTunes Store and Android Market apps and many are free. Categories include astronomy, education, lifestyle, medical,



navigation, reference (knots, ramps, navigation rules, flags), sailing, travel, utilities, and

weather. To access the page, visit [usps.org/education/misc/apps.htm](http://usps.org/education/misc/apps.htm).

Boaters and developers are also encouraged to submit recommendations for boating-related apps they find useful, make suggestions and comment on existing ones; they can fill out a form on the same page.

# Growth Summit: Writers Should Care

By Alan Wendt

At our annual meeting in Miami, Thom Dammrich, president of NMMA urged writers and editors to convey several storylines to our respective readers with a focus on diversity ([www.bwi.org/news/industry/writers-asked-to-foster-grow-boating/](http://www.bwi.org/news/industry/writers-asked-to-foster-grow-boating/)).

BWI had tackled this issue before in 2009. Board Member Michael Sculla wrote about it then for *BoatUS* magazine and the March issue included a well-documented article by Ann Dermody on the first all-black yacht club ([www.boatus.com/news/Club\\_0309.pdf](http://www.boatus.com/news/Club_0309.pdf)).

As we know from civil rights history lessons, merely writing about diversity is not enough. Having stood shoulder to shoulder with some less than open minded retail dealers, industry leaders at the Boating Growth Summit earlier this month had anecdotal examples of success and failure. After getting a demographic glimpse of the future during the first Summit in December, participants have come to the conclusion that a set of compelling economic reasons may help speed along the diversity process at both the manufacturing and retail levels.

As I mentioned in my early April report, (on BWI LinkedIn) we as writers have a vested business interest as well. Too many fellow writers are out of work, others are underemployed and some are just waiting for the other flip flop to drop. Action is required for survival.

That action includes articles that bring more people, regardless of color, into the tent. Along this journey I believe we have a duty and opportunity to examine why diversity is not standard operating procedure. Let me give you an example.

While running a yacht rendezvous on the California Delta for a Sea Ray dealer, I had the chance to spend a few hours with a member of the Ebony Boat Club in Antioch, CA. He owned a used boat, didn't ever see himself buying a new boat, and yet clearly had the water gene. From what I could observe, his family was accepted by others in the flotilla that had anchored there. He spoke of dealers at local boat shows ignoring people of color, challenges dealing with bankers in getting a boat loan and wondered why manufacturers rarely included people of color in brochure photos.

While statistics support the notion that boating is a middle-aged white guy's sport, is it because Latinos, Blacks and Asians don't picture themselves boating? Let's not forget the gay and lesbian market, and for that matter, the successful single woman demographic. What barriers do they sense or face to join in creating their own Best of All Times (BOAT) memories? These questions are for magazines like *Boating Industry*, *Soundings Trade Only* and *IBI* to tackle from a business angle, and for the consumer titles to maybe dig deeper and find boaters who aren't white to include in lifestyle, adventure and

product reviews.

There is a Black Boaters of America Club in Atlanta, the North Coast Black Bass Anglers Association, a Vancouver Sea Ray dealer selling record numbers of boats to the growing Asian community, and I'm sure you can



find other examples. How come these groups don't have their newsletter editors as members of BWI?

For centuries journalists have tackled any number of social angles that help enlighten and lead to change. From the atrocities of war to the preservation of the Keys, (John Pennekamp Coral Reef State Park is named for a crusading *Miami Herald* editor) writers have helped shape the future. This is not about BWI being a cheerleader for change. Rather it's about everyone regardless of race or gender preference, enjoying the two thirds of the world that is water.

Alan Wendt is first vice president of BWI. Contact him at [Alan@wendtproductions.com](mailto:Alan@wendtproductions.com).

**Photo from the article "It Was a Club of Their Own" by Ann Dermody in the March 2009 issue of *BoatUS* Magazine, courtesy of the publisher.**

# Writers Aboard for Great Loop Cruise

Beneteau Powerboats Division along with partners in the marine industry are preparing a Swift Trawler 34, appropriately named The Greatest Loop, for a voyage around The Great Loop beginning in Annapolis, MD May 15 with a planned return in September. Laurent Fabre, vice president of sales and marketing for Beneteau, explains, "While many have taken the pilgrimage around The Great Loop, we're unaware of another boatbuilder who has assembled a team of equipment suppliers, associations, dealers and publications willing to commit the time and resources required to bring the journey in this fashion to others interested in learning more about the cruising lifestyle in general."

BWI-related publications that are involved in the effort include *Proptalk*, *Soundings*, *Lakeland Boating*, *PassageMaker Magazine*, *BoatUS Magazine*, *Power & MotorYacht*, *Southern Boating*, *BoatTEST.com* plus the

America Great Loop Cruisers Assn.

"By reaching through both national outlets and grassroots publications all along the Great Loop as well as engaging the public through social media vehicles on a daily basis, this is an opportunity to pique the interest of people who dream of owning a boat and fully ignite their passion for the lifestyle enough to pursue it. It's our contribution to the Grow Boating initiatives developed by the marine industry," said Maryline O'Shea, marketing director. She invites other writers and publications interested in participating to contact her at [moshea@beneteau-group.com](mailto:moshea@beneteau-group.com).

The Greatest Loop, hull 202, built at one of Beneteau's trawler factories in Challans, France, is being



outfitted with equipment supplied by partners Cummins, Raymarine, and Dometic Marine. BWI Supporting members also joining the effort include Interlux Yacht Finishes, providing Pacifica Plus antifouling paint and BoatUS offering the services of TowBoatUS and loan of an EPIRB through the BoatUS Foundation.

To follow the journey, go to [www.TheGreatestLoop.com](http://www.TheGreatestLoop.com) and [www.facebook.com/TheGreatestLoopByBeneteau](http://www.facebook.com/TheGreatestLoopByBeneteau).

# Members Serve on Boat-Fish Councils



Appointments of 23 individuals to the Sport Fishing and Boating Partnership Council, an advisory panel created in 1993 to advise the Secretary of the Interior on nationally significant recreational fishing, boating and aquatic resource conservation issues, included several BWI members. Ryck Lydecker, BoatUS AVP of Government Affairs, and Thom Dammrich, NMMA President, will serve two-

year terms while Chris Edmonson, BoatUS Foundation for Boating Safety and Clean Water President, was appointed an alternate board member.

Edmonson was also appointed Vice Chair of the National Safe Boating Council, to the National Association of State Boating Law Administrators' (NASBLA) Education Standards Panel, and as a board member for

the Recreational Boating and Fishing Foundation (RBFF).

RBFF also announced Michael Cassidy as the organization's new board chairman. He currently serves as group publisher for the North American Media Group. Cassidy has been on RBFF's board of directors since 2007 and has more than 30 years of sales and marketing experience in the fishing and outdoor recreation industry.

# Supporting Member News

## Sea Tow App Wins "Mobile of the Day"

Sea Tow Services International won the Favorite Website Awards (FWA) "Mobile of the Day" for its recently launched App for iPhone and Android. "When we set out to build the Sea Tow App, we envisioned a cutting-edge mobile application that would not only incorporate many of the tools that boaters need, but would also raise the bar for marine mobile applications," said Sea Tow Chief

Administrative Officer, Kristen Frohnhoefer. Available for free

download at [www.seatow.com/app](http://www.seatow.com/app), users can access marine weather forecasts, alerts and radar; tide tables and graphs; GPS location, speed and heading; and link to on-water assistance. The app also features a graphic interface with day and night modes, and allows users to share their current position and photos.

## Mercury Angler Claims Bass Classic

Mercury Marine angler Chris Lane of Guntersville, AL hauled in a three-day total of 51 pounds, six ounces to claim the championship title and \$500,000 in late February at the 42nd annual Bassmaster Classic near Shreveport, LA. Lane, 36, nearly doubled his career earnings with the winner's purse. He weighed

in three pounds, seven ounces more bass than runner-up Greg Vinson over the tournament. Four-time Bassmaster Champion Kevin VanDam of Kalamazoo, MI, finished 11th despite strong performances the final two days. VanDam, also Mercury sponsored, has earned seven Angler of the Year titles and was trying for a third-consecutive and fifth-overall Classic championship. Contact Steve Fleming, [steve.fleming@mercmarine.com](mailto:steve.fleming@mercmarine.com).

## New Guide Offers Classic Boat Pricing

Hagerty Marine has a new online resource to help determine the value of classic boats and understand the vintage marine marketplace. The *Classic Boat Price Guide* has been compiled by valuation experts utilizing a number of sources including private sales, auction data, insured values and contributions from classic boat dealers. Values and additional information such as production numbers and body type are broken down into sections including Chris-Craft, Century, Gar Wood, Lyman, Riva and others. The Guide classifies boats into four value ranges, from "Fair" to "Bristol" condition. For more information, visit [www.hagerty.com/value\\_yourboat](http://www.hagerty.com/value_yourboat).

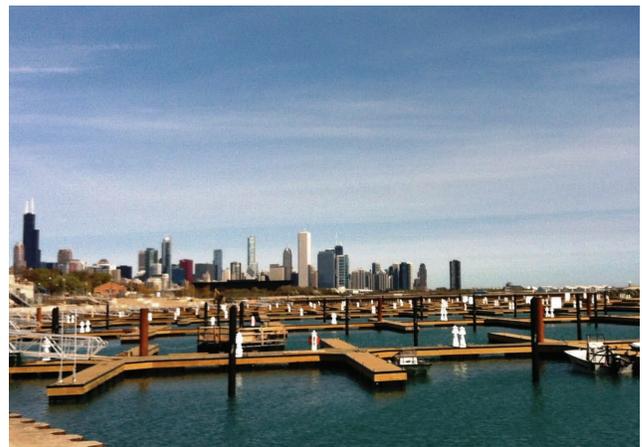
## Home Port Marine Adds New Client

Regarding The Outdoors of Montgomery, AL has chosen Home Port Marine Marketing to provide product distribu-

tion network development and publicity for its marine products line. The new client's product is a skeg designed to protect lower units from damage and enhance the performance of most marine engines. Contact David Pilvelait, [david@homeportmarine.com](mailto:david@homeportmarine.com)

## Chicago In-Water Show Set for June

A new in-water show based at Chicago's newest marina will take place June 7-10. Showgoers have the opportunity to browse, buy and test-drive more than 100 boats, from yachts and sailboats to family cruisers and performance boats, can access free boating rides, courses and nautical entertainment at 31st Street Harbor, Chicago's newest state-of-the-art marina. Other features include the Try It Cove featuring demos and lessons in Stand Up Paddleboarding (SUP), kayaking and sailing; Scuba Diving for ages 10 and up; and entertainment. Visit [ChicagoInWaterBoat>Show.com](http://ChicagoInWaterBoat>Show.com); contact Sarah Ryser, [sryser@nmma.org](mailto:sryser@nmma.org).



# Competition for Outdoor Time

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Examinations of state fishing license sales by Southwick Associates reveals many Americans who consider themselves anglers – and many who fish by boat – don't necessarily fish or buy a fishing license every year. It begs the question: "Why and what do they do in place of fishing?"

That question has now been answered following a study for the American Sportfishing Association. The findings are summarized in the ASA report "On the Fence about Fishing," which was released in March and available at [www.southwickassociates.com](http://www.southwickassociates.com).

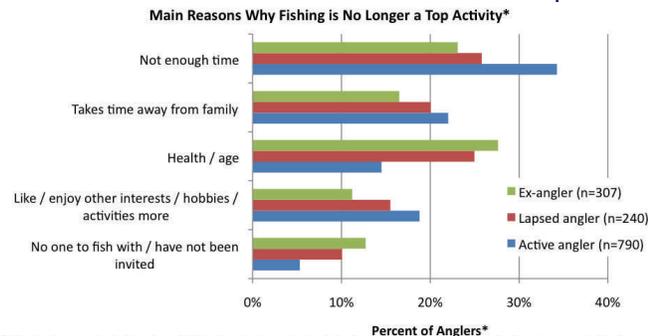
The primary reason cited by survey and focus group participants for not fishing was the proverbial "not enough time," most often due to changes in family, work or school obligations. Whether time considerations are real or perceived, all people still

seek some sort of recreational escape that offers them fun, relaxation and quality time with family and friends. In choosing activities that replaced fishing, angling was often seen as less convenient than other pursuits.

Key outdoor activities found to compete with fishing include hunting, camping, hiking, golfing, gardening and trail running or walking for fitness. Indoor activities included watching television, cooking and reading. Anglers - whether still active or lapsed - largely prefer outdoor activities to indoor ones. That leaves abundant

opportunities to attract lapsed anglers back to the water.

To help maintain boater and angler numbers, industry and agency promotions must keep the activities convenient, with few hassles and high levels of enjoyment, and a prime way to spend time with others. A key encouragement to do that is thought to be simply inviting others to go out to boat and fish.



## Welcome New Members

*Membership details, benefits, applications and a link to pay dues by credit card with PayPal can be found at [www.bwi.org](http://www.bwi.org) under the "Join" tab.*

### Active Members

- Len Bose, Writer/Columnist, Huntington Beach, CA
- Priscilla Travis, Writer/Author, Chester, MD

### Supporting Member

- Beneteau America, Maryline O'Shea, Marketing Director, Annapolis, MD

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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.

