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Supplying the “Video Nation”

Our latest educational webinar, “Video Basics: Improving Your Presentations,” was an interesting overview of what’s involved in the creative and production process, a good refresher for those who have embraced the practice, and a bit daunting for others who are just getting their feet wet.

Ed Kukla did the honors with a very high-line look at the equipment and techniques he’s using with a 20-year career as background. If you missed the “live” presentation, made possible by Dometic Marine, the recording is being posted at www.bwi.org under the Webinar tab. All six of the webinars which focus on specific boating writer issues are there with access 24/7.

This webinar, like its predecessors, raised questions from the viewers and will surely generate more over time. We plan to start a discussion on LinkedIn to allow back-and-forth conversations that will result from the subject. And, we’ll likely revisit the topic in the future at a meeting or back in the webinar mode.

Kukla played his video on mast-stepping during the presentation to illustrate technique. This underscored the power of movement, focus on the elements of the process, tools used, worker’s roles and



end result. There was background music but no narration. See it at <http://blip.tv/freedom-sailing/apple-dore-v-mast-stepping-5726824>.

After Bob Duthie watched the video which he thought was a beautiful rendition, he sent along an example of his work, "How to Sell a Boat with Photos" at <http://youtu.be/txKAb7hsvQE>. It's a classic “how-to” approach, heavy on the interview and rich in detail about the subject from an “expert.”

There is, obviously, a wide spectrum of video subjects, techniques and delivery options. They can stand on their own, illustrate the written word, join with stills, become a “sidebar.” Most would agree a level of professionalism and quality enhances the final product, whether print or digital or both.

We’re all being asked to incorporate more video in the

work we do and it’s clear writers who provide it will enhance their value. The challenge here, as it has been with the Internet in general, is that with more supply of video, the value of that product in terms of pay is already trending down. Could video eclipse written content as time goes on? Won’t writers be needed to script the story even if no narration is used?

These are questions we should ask as use of video spreads.

An early adopter of videos angled at entertaining and educating is the Discover Boating promotional campaign. Its latest marketing effort employs a new Movie Maker application on Facebook (http://www.facebook.com/discoverboating/app_308699565882004) where visitors can add a few favorite boating photos, select a song and background theme, write captions and create a personalized video. The hopeful end result will be getting non-boating friends on the water where they can embrace the lifestyle and engage in it.

Please plan to join the video discussion on LinkedIn. If there are topics you think we should be addressing there, or in this column, please email me at jwooldridge@aimmedia.com.

John Wooldridge
BWI President

NMEA Conference LineUp Announced

An expanded lineup of activities, education, and training are being planned for the National Marine Electronics Association's International Marine Electronics Conference & Expo September 26 – 29. It takes place at the Loews Royal Pacific Resort at Universal Orlando (FL). Highlights of this year's conference include:

- Three education tracks with in-depth information on business, systems design, and NMEA 2000® installation topics
- Comprehensive factory training sessions by a dozen manufacturers
- NMEA training and certification for MEI (Marine Elec-

tronics Installer), Advanced MEI, and NMEA 2000®

- A first look at new products for 2013, during exhibit days.

The Radio Technical Commission for Maritime Services (RTCM) Annual Assembly Meeting and Conference will overlap the NMEA event September 23 to 28. RTCM specifies many standards governing marine communications and navigation equipment. Registrations for each conference is separate, but those interested may sign up to attend both



with a common session available on one morning.

NMEA Product Awards will have a new category this year, and the Technology Award, selected by BWI judges, will be presented during the Friday evening barbecue. For more details, visit www.nmea.org and click on 2012 Conference & Expo.

IBEX Preview; Registration Opens

The International BoatBuilders' Exhibition & Conference (IBEX), scheduled for October 2 - 4 at the Louisville Kentucky Exposition Center, is

expected to attract thousands of professionals from all segments of the boating industry. Registered attendees have free access to the exhibit hall and workshops. For a nominal fee, attendees can choose from different conference

seminar packages. Owned and produced by *Professional Boat-Builder* magazine and the

NMMA, IBEX is said to be the marine industry's largest technical trade event.

"We have more than 90 technical and business management sessions in 13 different tracks taught by some of the leading experts in their fields," said Carl Cramer, co-director of IBEX. "IBEX 2012 is more diverse than ever. This year, our seminars have something for everyone in the boating industry, addressing all aspects of boat design and construction, management, sales and marketing." More than 500 exhibitors are expected.

A new attraction at the Conference is the Social Media Lounge, where participants can connect and engage with their online com-

munities, and learn how to use these tools to enhance their professional development and grow their businesses. Managed by social media guru Josh Chiles, the Lounge will offer hourly group sessions on a wide range of social media topics as well as informal one-on-one Q&A sessions. Admission is free to all attendees.

The IBEX Press Room will have a new location for 2012 with details made available before the show. Media can register at www.ibexshow.com/press-registration.php. Questions from media are being fielded by Steve Yeatts of Rhodes Communications, 757/451-0602, syeatts@rhodescomm.com.



Active Member News

Kavin Adds 4-Footers to Book Repertoire

The ninth book by BWI past president Kim Kavin will be in bookstores in late August. Her first hardcover, it's called "Little Boy Blue: A Puppy's Rescue from Death Row and His Owner's Journey for Truth." It tells the story of a puppy Kavin adopted through Petfinder.com in 2010. Unbeknownst to her at the time,

Blue had been abused by his first owners, left for dead in a gas-chamber shelter with a 95-percent kill rate, and then taken to what appeared to be a hoarder's home where he was

bleached because he had a common rash. Kavin learned all of these details when she traced Blue's history from her New Jersey home back to the very cage where he once sat on death row in rural North Carolina.

"Little Boy Blue" is primarily Blue's story, which of course has a happy ending in my home," Kavin says. "But his story is also a vehicle for educating readers about the situation that homeless dogs face in America today. This book exposes some of the darkest secrets long hidden from public view, and it celebrates the tireless advocates working to change things for the better."

Barron's in New York is

the publisher and has agreed to donate a portion of proceeds to the Petfinder Foundation. In return, Petfinder.com will help market the book to its 60 million annual unique visitors. Other large rescue groups that have agreed to help with marketing include North Shore Animal League in Long Island, New York.

The "Little Boy Blue" website is www.little-boy-blue.info, or follow on www.facebook.com/littleboybluedog.

Heartland Boating Offers Digital Edition

June marks the first month for the addition of a digital offering by *Heartland Boating* magazine which covers pleasure boating on mid-America's inland waterways. Editor Brad Kovach says both the print and digital editions will continue to be published eight times a year, monthly from March through October. Plans are for future issues of the digital edition to contain more interactivity, such as embedded video clips and bonus content like image galleries, which cannot exist in the print edition. To view the publication, go to www.heartlandboating.com.

Heartland is published by The Waterways Journal Inc. located in St. Louis, MO. Other titles include *The Waterways Journal*, *Inland River Guide*, *Inland River Record*, *International Dredging Review*, *Marina Dock Age* and *Quimby's Cruising Guide*, a compendium for pleasure boaters covering 9,436 miles of waterway on

22 rivers and the Gulf Intra-coastal Waterway.

Dickinson Honored For Sail Leadership

A life-long sailor, BWI member Elaine Dickinson was honored in early June with the National Women's Sailing Association/BoatUS 2012 Leadership in Women's Sailing Award at the 11th Women's Sailing Conference held in Marblehead, MA. This award is given to an individual with a record of achievement in inspiring, educating and enriching the lives of women through sailing. Dickinson was a journalist and lobbyist for BoatUS, served on the National Safe Boating Council, the U.S. Coast Guard Boating Safety Advisory Council, and NOAA's Hydrographic Services Review Panel. She raised awareness about women's sailing educational events in articles for *BoatUS Magazine*, started the BoatUS Women in Boating website and served as a National Women's Sailing Association (NWSA) board member for ten years. For additional details, see <http://www.BoatUS.com/women/leadership.asp>.



Elaine Dickinson (r.) accepts Award from NWSA President Joan Thayer.

CG Auxiliary 73rd Birthday

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The U.S. Coast Guard Auxiliary celebrated its 73rd anniversary of service June 23, 2012. As the uniformed, volunteer component of the Coast Guard, Auxiliary members support the service in nearly all of its mission areas.

In the 1930's, rowing and yachting races were among the most popular spectator sports in America. With WWII on the horizon and more than 300,000 boats operating in U.S. waters, Congress passed legislation on June 23, 1939 forming the Coast Guard Reserve -- a civilian organization with the primary purpose of providing boats and support to the Guard during times of need.

On Dec. 7, 1941, Lt. Cmdr. Frank D. Higbee ordered the Auxiliary to duty in the 11th Naval District (Calif.). Recruits flooded into Coast Guard Reserve (Auxiliary) flotillas in a burst of patriotic fever. The organization's membership soared to over 50,000 as these new members worked performing coastal defense and search and rescue duties - including firefighting and anti-submarine operations.



Honorary Commodore Lloyd Bridges promotes safety courses with helpers.
Photo: East Carolina University

Congress officially changed the organization's name from the Reserve to the Auxiliary on February 19, 1942. A formal Coast Guard Reserve was then established in which enrollees were subject to military law and the Articles of War. Following the war, the "four cornerstone" missions of the Coast Guard Auxiliary; member services, recreational boating safety, operations and marine safety, and fellowship, were formulated in the 1950's. Vessel Safety Checks and public education became key activities as the organization shifted its focus to promoting recreational boating safety.

The Coast Guard Auxiliary has had its share of fa-

mous members. Actor Lloyd Bridges and CBS News anchor Walter Cronkite were both honorary commodores, helping to promote the Auxiliary and its missions. The tradition of celebrities working with the Auxiliary continues today

with notable personalities such as Dan Marino, Don Shula, Arnold Palmer, David Hasselhoff, Charlie Daniels, Roy Clark, and many others.

Today, more than 30,000 Auxiliary members continue to provide support to Coast Guard units across the U.S. and its territories. On average, the Auxiliary saves one life, assists 28 people, conducts over 50 safety patrols, performs more than 250 Vessel Safety Checks, educates over 270 people on boating safety, participates in over 100 operational support missions, and works with a wide variety of local partners and government entities every day.

For additional detail, contact Christopher Todd, media@auxpa.org.

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.

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.