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## Take Time for “Credentialing”

In June, I traveled from Annapolis to Kimmswick, MO, just south of St. Louis, to join the Beneteau Swift Trawler 34 named “The Greatest Loop” as it made its way around The Great Loop, that system of rivers, canals, and lakes that make it possible to circumnavigate the eastern half of the United States. The boat began its journey in Annapolis in mid-May, part of a promotional

tour to create reader interest in this increasingly popular cruising route, as well as to heighten consumer interest in the capable French-built cruiser.

I was accompanied by a professional captain, Jeremy Hopkins, also from

the Annapolis area, who was hired to take complete responsibility for the boat during the nine days that we would take to deliver it to Fairhope, AL on the eastern shores of

Mobile Bay. I had originally intended to do the leg from Mobile Bay to Key West, and was listed as captain for that leg because of previous experience cruising the Gulf Coast of Florida. When an editor from one of the boating magazines in the United Kingdom had to drop out of the inland rivers stretch, I jumped at the opportunity, as I had never experienced those waters.

That decision proved to be fortuitous because, while I would have plenty of opportunities to stand watch and take the helm, I could also blog, take photos, and make a few videos along the way. The boat had a WiFi hotspot, but there were many stretches along the rivers — Mississippi, Ohio, Cumberland, Tennessee, Tombigbee — when there was no cellular coverage. Beneteau furnished the boat with one of the new DeLorme InReach two-way satellite communicators that, when wirelessly linked to an iPad, made contact with the outside world from any part of the globe constant and reliable. It is a great new tool for journalists on the road (or rivers), affordable to own and operate.

Now that the trip is over, I think back on it and wonder if I might have done it when I

was freelancing. Nine days on the rivers, and a couple of days in the air, are a big commitment of time, particularly for those who don’t write in multiple markets. I have been fortunate to cruise distances — five days in the Western Pacific aboard the *Around The World Nordhavn 40*,” 12 days from Bermuda to the Azores, a week or more in places like British Columbia’s islands or running the Intracoastal Waterway — sometimes as a magazine staffer, a few times as a freelancer.

Per diems, like retainers, have evaporated from editorial budgets in the last five to ten years, and the fiscally responsible freelancer must rely on selling varying versions of the same story to different outlets before committing to multi-day projects like those above. But it strikes me that if you can afford the time, even if you don’t immediately have a market for the story, that these kinds of experiences are important in this market if for no other reason than the adding to your credentials as a seasoned writer, and as an authority who has been there and done that. Is it worth it? My answer: Absolutely.

**John Wooldridge**  
BWI President



**Captain Hopkins (top), with First Mate Wooldridge**

# Web Directory Grows; *Bulletin* Skips



## Find BWI Members

There are two ways to find BWI members.

To list alphabetically, with links to each member's complete listing, choose the letter of the last name you're searching for:

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

To find members whose listing fulfills particular criteria you're interested in, fill in any empty boxes below with a name, state, title, etc. that applies to the member(s) you're looking for. Your search can be as simple or as complicated as you like, using only one search category or all of them. Fill in only those boxes that apply to your search. Leave the rest blank.

A nifty search trick is to be very broad in your criteria. Example: You want to find members who write about oars *and* who have online credits. Enter "oars" in the Subject box and the underscore "\_" character in the Online Credits box. The underscore character always tells the search engine to do a broad search—that is, match anything.

Another example: To find all BWI members by Periodicals *and* who have Other Work, put the underscore in the Periodicals box and in the Other Work box.

Precede any apostrophe with two backslashes, e.g.: boater\'s world.

First Name	<input type="text"/>
Last Name	<input type="text"/>
City	<input type="text"/>

BWI's Online Directory is celebrating its first anniversary with a doubling of member listings from about 60 a year ago to 110 today. It allows visitors to the BWI website to find members by name, geography, writing specialty, website, blogs – and any data that is loaded into the directory is searchable. To see the listings, visit [www.bwi.org/writers/search.php](http://www.bwi.org/writers/search.php).

The Online Directory requires input and updating by members that use it. For those who have not yet taken advantage of this member

benefit, a private link is needed for access and available by contacting [info@bwi.org](mailto:info@bwi.org).

August is the traditional month of rest for this newsletter, though it is also the time for production of the Annual Directory. All members in good standing are included in it, along with a variety of other association information. A third Directory maintained by BWI lists Supporting Members, their key contacts and details. It is always available on [www.bwi.org](http://www.bwi.org) under the "Directories" tab.

## Fishing, Boat Angler Ranks Gain

Fishing remains the most popular recreational activity in the country with more people trying the sport according to a new study released by the Recreational Boating & Fishing Foundation (RBFF) and The Outdoor Foundation. According to the 2012 Special Report on Fishing and Boating, for the first time in the history of the report, fishing added more participants (8.8 million) than it lost (8.0 million), bringing the total of Americans who fished to 46.2 million, or 16.2 percent of the population.

Fishing and boating are among important 'gateway' activities that often lead people, especially youth, to pursue other recreation experiences, researchers said. Increased participation is said to lead to increased fishing license sales and boat registra-



tion renewals, both key sources for funding state fish and wildlife conservation, and boat infrastructure programs.

The fourth annual report provides information on boating and fishing participation by gender, age ethnicity, income, education and geographic region. It is available at [www.rbff.org/uploads/Research\\_section/2012RBFF\\_SpecialReport\\_FV\\_web.pdf](http://www.rbff.org/uploads/Research_section/2012RBFF_SpecialReport_FV_web.pdf).

### Key Findings:

- In 2011, 46.2 million Americans participated in fishing (an increase from 45.4 million in 2010).
- Females and youths ages six to 12 added the most new fishing participants.
- Adults 18 and older with children participate in fishing at higher levels than adults without children.
- 3.1 million Hispanic Americans participated in fishing in 2011 - a slight decrease from 3.4 million in 2010.
- Fishing from a boat is the most popular activity among males over the age of 16 with 64 percent participation.
- Multispecies boats surpassed bass boat as the most popular boat type at 26 percent, followed by bass boats at 16.3 percent.

# Supporting Member News

## KVH Opens Facility For Motion Testing

Committed to providing global high speed Internet, television, and voice services to mobile users at sea, on

land, and in the air, KVH Industries, Inc. recently opened a testing facility that houses a custom-made hexapod motion simulator.

Construction created a dedicated space for advanced motion testing with a view of critical satellites. The new building is adjacent to KVH's world headquarters in Middletown, RI, and supports all TracPhone® and TracVision® products. The facility is said to allow KVH to advance its quality assurance program, providing products for marine, RV, and automobile customers. View a test run at [www.kvhmobileworld.com/extreme-testing-kvh-antennas-take-a-wild-ride/](http://www.kvhmobileworld.com/extreme-testing-kvh-antennas-take-a-wild-ride/).

## ZF Transmissions on New CG Cutters

ZF Marine is providing transmissions for the U.S. Coast Guard's new 154-foot Sentinel Class Fast Response Cutters (FRC), the first of which, the Bernard C. Webber, was commissioned in April. The latest equipment joins ZF Marine transmissions that have served the U.S. Coast

Guard over the last 27 years. The first were installed in the 110-foot Island Class patrol vessels in 1985. Since then, the company has supplied transmissions for nearly 10 more vessel applications. Today more than 200 U.S. Coast Guard boats and cutters have ZF transmissions. Contact Martin Meissner, [martin.meissner@zf.com](mailto:martin.meissner@zf.com).

## Sea Tow Awarded for Networking System

Sea Tow Services International has been honored with the 2012 Customer Innovator of the Year Award by Optimum Lightpath. The Award recognizes the efforts Sea Tow has made to develop and improve the communications systems that enable it to respond to boaters in need of assistance, including development of a RoIP (VHF Radio over IP) system that works nationwide, as well as Android and iPhone apps. on the water on a 24/7 basis. Optimum Lightpath provides voice and data service over a fiberoptic system offering service that gives Sea Tow the bandwidth for hosting its numerous websites and RoIP system. Contact Cindy McCaffery at [cmmccaffery@seatow.com](mailto:cmmccaffery@seatow.com).

## Shakespeare Named Top Fish Rod Brand

Shakespeare was the top brand fishing rod accounting for 9.6 percent of all purchases according to marketing data presented by Southwick Associates that details consumer behavior including

what products and brands are purchased, where they are bought, how much customers spend, and demographics of freshwater and saltwater anglers. On the media side, *Field & Stream*, *Bassmaster* and *North American Fisherman* made up the top three magazines among anglers. Details at [www.southwickassociates.com/blog/2012/02/27/top-fishing-equipment-brands-for-2011/](http://www.southwickassociates.com/blog/2012/02/27/top-fishing-equipment-brands-for-2011/).

## Xantrex Adds Internal Quality Control Tests

Xantrex Technology has launched an internal quality testing system applied to all product platforms, calling it "H.A.L.T." for *Highly Accelerated Life Testing*. Though all products are put through independent laboratories testing, Xantrex is investing in safety, quality and reliability procedures to ensure its products meet or exceed required standards. H.A.L.T. subjects products to extreme thermal and vibration stress with a goal to rectify any issues that are uncovered. A video of the testing can be viewed at [www.youtube.com/watch?v=gKD7e4LtB1c](http://www.youtube.com/watch?v=gKD7e4LtB1c). Contact Mitul Chandrani, [Mitul.chandrani@xantrex.com](mailto:Mitul.chandrani@xantrex.com).

**Xantrex HALT test system in operation.**



# Calendar & Events

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## IBEX Award Deadlines

Entries are being accepted until August 28 for the 2012 International BoatBuilders' Exhibition & Conference (IBEX) Innovation Awards, judged by members of BWI. In a related development, IBEX and Marine Marketers of America (MMA) announced the creation of the Exhibitor Video Awards (EVAs) to honor the best product and company videos produced by IBEX exhibitors with MMA members serving as judges. The EVA competition is open to all 2012 exhibitors who post a product or company video with their online booths on the IBEX web site. Both sets of awards will be presented at the Industry Breakfast October 2, at the Kentucky Exposition Center in Louisville. For Innovation Awards details, go to [www.ibexshow.com/innovation-awards.php](http://www.ibexshow.com/innovation-awards.php). Rules and conditions for the Video awards will be forthcoming.

## SNAME 2012 Expo

The gathering of professionals in naval architecture, marine and ocean engineering and related disciplines will take place October 24-26 at the Rhode Island Convention



Center in Providence when the Society of Naval Architects and Engineers (SNAME) hosts its 2012 Annual Meeting and Expo. Early registration discounts of up to \$US200 are available until September 15. To register for the SNAME 2012 annual meeting and expo, view the conference schedule, get expo exhibitor information and learn about sponsorship opportunities, visit [www.sname.org/2012AnnualMeeting](http://www.sname.org/2012AnnualMeeting).

## Bluefin Tuna Search

Airmar Technology has launched "Bluefin Tuna - Past and Present," a summer fishing expedition focused on utilizing the latest fishfinding technology to locate Atlantic bluefin tuna in the waters surrounding Scotland. Recent studies and climatic changes are showing a rebirth of the

North Atlantic population thanks to conservation efforts in the Western Atlantic. The expedition began in June and continues to October with a team fishing ten days per month in different locations. For details, team biography, boat information, equipment list, itinerary and photos, visit [www.airmar.com/blog](http://www.airmar.com/blog).

## Byrne to Moderate Superyacht Hot Topics

The International Superyacht Society will present *World Adventures* during its Annual Membership Meeting & Breakfast on October 24 in Fort Lauderdale. BWI member Diane Byrne, founder and editor of *Megayacht-News.com*, will moderate a panel considering:

- Cultural challenges of the "BRICS (Brazil, Russia, China, etc.)"
  - What is Yachting - Knowledge versus Desire
  - Brand Synergies/ Collaboration with other luxury-sector companies
  - Philanthropy & Safety; Aligning with charitable and safety groups
- Contact Amy Halsted, [amy-halsted@gmail.com](mailto:amy-halsted@gmail.com).

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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.

