

Inside this issue:

Writing Contest	2
Judges, Chairs Needed	
Lauderdale Event Photos	3
Active & Associate Member News	4
Supporting Member News	5
Elections in January	6
Calendar & Events	

Upbeat Report From Lauderdale

Activity at the Fort Lauderdale Boat Show provided more evidence that the industry and media serving it continue a long, slow crawl back to some level of recovery. Spirits were higher for a number of reasons, not least the memory that a year earlier Hurricane Sandy took a glancing blow at Florida's southeast coast causing some show damage, before heading north to cause real trouble in New Jersey, New York and surroundings.

Show organizers reported that gate attendance for the entire show was up 28 percent from the prior year and the highest since the 2006 show, and that exhibit space was the largest it has ever been, with returning exhibitors expanding their show presence over 2012. Another notable category of growth came from a 15.9 percent increase in the number of boats under 80 feet on display, a very important market sector. This year saw the largest number of boats under 80 feet ever on display at the show.

"Exhibitors have reported a very strong show," said Efreim "Skip" Zimbalist III, CEO of Show Management, the company that manages and pro-



duces the show. "The commitment made by the Marine Industry Association of South Florida and Show Management to bring enhancements to our exhibitors and guests, coupled with fantastic weather and confident buyers, made for a very successful weekend."

Your BWI Board convened for one of two face-to-face meetings of the year (see photo inside). We heard positive reports about fine tuning categories for the annual writing contest and that all of the previous year's sponsors had signed on again (thank you!). The upcoming election was discussed with a motion to revamp the way officers are elected to address a flaw in the process -- which members will have a voice in considering with an upcoming bylaw change proposal. Looking ahead, we reaffirmed plans for the annual meeting during the Miami Boat Show and began discussion on a newsy subject to be presented there. And

yes, free continental breakfast will be served.

We continue looking for useful and timely topics for our webinar series. Cancellation of the most recent one to discuss the ins-and-outs of the changing health-

care landscape seemed almost prescient. We were too early, and it turns out the entire "affordable health care" routine wasn't ready for prime time. If you have an idea for a webinar that would interest you and other writers, please share it with us.

The explosion of social media and its spillover into more traditional media is an area we should try to keep up with, painful though it is to many. Director Lenny Rudow has created a BWI Facebook page to start related discussions there -- so add to it when you can. And our shared event in Lauderdale with the Marine Marketers provided some instructive education in the growing electronic content arena. Links to that presentation are on page 3.

Have a bountiful, safe and Happy Thanksgiving. Reach me at jwooldr715@gmail.com.

John Wooldridge
BWI President

Writing Contest Open for Entries

BWI is accepting entries to its 21st Annual Writing Contest that recognizes excellence in boating, fishing and

travel journalism. A new category has been added – “Boat Projects, Renovations & Retrofits” – while several other categories were adjusted to provide a place for everyone who has entered in the past. “Boat Tests & Reviews” is now the place for “Megayacht” articles; “Gear & Product Tests” is clarified so that tests of “Electronics” are directed to that category; and a new name, “Online Excellence,” opens that category to a wider range of submissions.

For those unsure of which category to enter, a useful resource is last year’s winning stories that are available on line at www.bwi.org/bwicontest/2013winners.htm. By checking these, the subject matter can be reviewed as well as the quality of writing that gained the judges attention.

What hasn’t changed is that each of the 17 categories will award \$500 for first place, \$300 for second place, and \$200 for third place to a total

of 51 recipients – and all have been funded (see related sponsor listing). Last year’s contest attracted 142 participants submitting 370 entries. Each category will be judged



by four active journalists in the first few weeks of 2014.

Awards and plaques are presented to the winners at the Miami International Boat Show in February 2014.

BWI members are allowed two submissions to the contest without charge; additional entries are \$25 apiece.

A digital contest brochure has been distributed to the BWI members with notice sent to additional major writer groups who cover boating and fishing. It provides contest details and rules. Deadline for entries is Dec. 31, 2013. The entry process can be found at: www.bwi.org/downloads/BWI2013WritingContest.pdf.

2013 Contest Sponsors

Boating Columns – sponsored by KVH Industries, Inc.

Boating Lifestyles – sponsored by Discover Boating

Boating Profiles – sponsored by ZF Marine

Boating Travel or Destinations – sponsored by Martin Flory Group

Boating Adventures – sponsored by Yamaha Marine

Boat/Engine Care and Maintenance – sponsored by Interlux Yacht Finishes

Electronics – sponsored by Jeppesen Marine

Ethics and Environment – sponsored by West Marine

Fishing – sponsored by Suzuki Motor Corporation

Boating Issues, News and Analysis – sponsored by Mercury Marine

The Business of Boating – sponsored by Home Port Marine Marketing

Seamanship, Rescue & Safety – sponsored by Sea Tow Services International

Technical Writing – sponsored by Dometic Marine

Boat Tests & Reviews – sponsored by Volvo Penta

Gear and Product Tests – sponsored by Xantrex Technology Inc.

Boat Projects, Renovations & Retrofits – sponsored by Awlgrip North America

Online Excellence – sponsored by National Marine Electronics Association.

Call for 68 (!) Contest Judges, Chairs

With 17 categories in this year’s contest, 68 judges will be needed in early January. Each member of BWI’s Board of Directors volunteers to chair a category, but that means eight more chairs are needed. Last year’s judges will be contacted, but new readers are always needed - Associate Members welcome. Judging is a great way to keep up on all

the subjects, ideas and great writing that have taken place during the year. Rules are simple:

- A BWI member cannot judge a category in which he or she has entered.

- You cannot judge an entry if you have a conflict of interest (if you played a part in editing the copy, or if the writer is a close associate).

- You can recuse yourself from judging an entry without penalizing the writer, since scores of the other three judges are averaged.

Want to volunteer? Send an email with Categories interested in judging to Lindsey Johnson at ljohnson@lakelandboating.com, or Greg Proteau at info@bwi.org.

Members Network in Lauderdale



Julie Perry (second from r.) was the featured speaker at a BWI and Marine Marketers luncheon, shown with Dometic Marine's Doug Curtis (from l.) and Jester Communication's Philip Burckhalter and Jared Jester. Lunchgoers included (photo below from l.) Betty Bauman, Wanda Kenton Smith and MarineMax's Mark Kellum. Perry said "reality TV" is a platform to generate content for media and can help to grow boating.



Video of the session is posted at www.youtube.com/watch?v=RQg7aHkE-KQ; presentation slides can be found on Slideshare: www.slideshare.net/JuliePerry/.

BWI Directors pose after meeting (above from l.) John Wooldridge, Lenny Rudow, Zuzana Prochazka, Michael Sciulla, Alan Wendt, Alan Jones and Greg Proteau.

Center Photo Below, "Below Deck" star Adrienne Gang (from l.) with Michael Sciulla and Julie Perry.



ZF Marine hosted its second annual BWI member breakfast on Friday morning during the show. The spread of vealwurst, pretzels and more (photo far right, above) is attended to by ZF's Nicolai Heinzlmann. ZF team members (in white shirts) and writers mingle including (photo right, from l.) Sabrina Muench, Katie D'Antonio, Martin Meissner, Steve D'Antonio, Wolfgang Schmid, Tom Serio, Mathias Benz, Robin Coles and Alberto Kullovitz.



Active & Associate Member News

Mystic Seaport Honors Gary Jobson

Mystic Seaport in early November named noted journalist and sailor Gary Jobson as the 2013 recipient of the Museum's



Gary Jobson (from l.) receives the award from Barclay Collins (Mystic Seaport chairman) and Steve White.

America and the Sea Award. Presented annually, the award recognizes contributions to the history, arts, business, or sciences

of the sea which best exemplify the American character. "Few people have had such an extraordinary impact on the sport of sailing as has Gary Jobson," said Steve White, president of Mystic. "His contribution goes far beyond the awards and accolades on the race course: Gary is a gifted teacher and storyteller whose generosity and commitment has been an inspiration for many people inside and outside the sailing community."

A prolific author, Jobson has written 18 books and he is also editor-at-large of *Sailing World* and *Cruising World* magazines. As a lymphoma survivor, Jobson has a strong affiliation with the Leukemia & Lymphoma Society including serving as National Chairman of The Leukemia Cup Regatta

program since 1994. For additional details go to www.mysticseaport.org/press-release/2013/mystic-seaport-honors-gary-jobson-with-the-america-and-the-sea-award/.

5 New Clients Sign With Martin Flory

Cruzin (boat rentals and charter services), Conntek Integrated Solutions (electrical cords, adapters and connectors), Herrington Marine Technologies (fuel spill prevention), Frigibar Industries Inc. (marine refrigeration), and Sideshift (bow and stern thrusters) have selected Martin Flory Group to handle their public relations activities. Martin Flory serves the editorial community in the marine, outdoor and RV markets with product promotion and publicity. For details contact info@martinflory.com, www.martinflory.com.

Wooldridge, Swanson Take On New Jobs

BWI president John Wooldridge has become editor-in-chief of *Yachting*, marking his return to Bonnier where he previously served as managing editor of *Yachting* and *MotorBoating*. Most recently, he served as editor-in-chief of *PassageMaker*. "Wooldridge brings with him proven success in achieving results through well-honed editorial skills, long-range strategic planning, team-oriented leadership, strong collaboration with marketing partners, develop-

ment of brand extensions and engaging consumer events," said David Ritchie, chief content officer of Bonnier Corp.

Taking over the reins at *PassageMaker* is BWI member Peter Swanson with his promotion from executive editor to editor-in-chief. He is expected to continue to build and engage readership to maintain, according to the magazine, its position as the power-cruising authority. He joined *PassageMaker* in October 2012. Swanson, "Is a professional mariner, serious journalist and true believer in the cruising lifestyle. His understanding of the trawler niche is wide and deep," said publisher George Sass Jr., vice president and editorial director of the AIM Marine Group.

Bauman's "Save-Fish" Gains More Support

Save Our Seas Foundation has expanded support for Save-Fish.com, launched in 2012 to show techniques and examples of releasing fish. The site was created by MetroMedia Marketing, Inc., parent company of "Ladies, Let's Go Fishing!" University Series for Women, that also conducts conservation projects. BWI member Betty Bauman of MetroMedia, said, "We created one website to serve as a 'go-to' for information on why as well as how to release fish." New to the effort is www.facebook.com/releasefish to encourage anglers to share their experiences and techniques.

Supporting Member News

NMEA Global Impact Set To Expand

The National Marine Electronics Association's (NMEA) involvement in marine electronics equipment standards worldwide has achieved greater recognition under a status enhancement granted by the International Electrotechnical Commission. IEC has appointed the NMEA as a Category A Liaison with its TC 80 group which provides standards for type approvals by international governments. As a result, NMEA will have more visibility, access and input to marine electronics interface standards worldwide. Visit www.NMEA.org.

Furuno U.S.A. Celebrates 35 Years

In 1978, Furuno U.S.A. was formed when management recognized not only the strength of the U.S. market, but the tremendous potential for Furuno's radar, navigation, sonar and communication electronics to assist professional and recreational mariners. "The strong brand loyalty that Furuno enjoys is a combined effort of our parent company's determination to design innovative products and the sales and service support of our amazing dealer network," said Jim Atteridge, president. "This is shown through all the National Marine Electronics Awards we have won over the years, including winning the coveted Manufacturer of the Year award every year it has been presented." Contact Jeff Kaulzaric, JeffK@Furuno.com.

Sea Tow Partners With Online Store

Sea Tow Services International has announced its partnership with the new online boating retailer, Built for Boating, www.builtforboating.com. This arrangement provides discounts and other benefits to registered Sea Tow members. The new online marine retailer founded by Jay Jolly, formerly of Boater's World (which was closed along with Ritz Camera), offers boating equipment, electronics and accessories. Contact Cindy McCaffery, cindymccaffery@seatow.com.

Mercury Racing Gains Global Media Award

Mercury Racing was recognized with a 2013 Global Media Award at the SEMA Show in Las Vegas for its QC4v crate engine. The awards recognize companies that manufacture specialty equipment products and accessories that would have mass appeal to consumers throughout the world. Said Linda Spencer, SEMA director of international relations. "Our goal is to have media experts from around the world determine which new products are likely to succeed in their home markets." Contact Rick Mackie, rmackie@mercmarine.com.

Beneteau's Oceanis 38 Wins "Best Boat '14"

SAIL magazine's "Best Boats 2014" contest chose the new Beneteau Oceanis 38 for top

honors in the 31 to 40-foot monohull category. Peter Nielsen, editor-in-chief, reviewed the "very unusual" design

during its launch at the U.S. Sailboat Show citing the vessel's modern look, open floor plan, and "never-seen-before volume" for a 38-footer. "The Oceanis 38 takes performance-cruiser customization to a whole new level by being available in three distinctly different configurations that can be swapped out again years later if you so desire," reported executive editor Adam Cort. Contact Maryline O'shea, sail@beneteau.com.

Star brite Sponsors Top 3 Fish Shows

Star brite has announced its sponsorship of three top fishing shows for 2014. The firm will return as a major sponsor for George Poveromo's World of Saltwater Fishing on NBC Sports and for Blair Wiggin's Addictive Fishing on Fox Sports. Star Tron fuel treatment will be a major sponsor of bass angler Scott Martin's Challenge program, seen on seven networks across the U.S. and Canada. Star brite will again participate as a major sponsor of Poveromo's Saltwater Fishing Seminar Series with eight stops along the East Coast during early 2014. Details at www.starbrite.com and www.startron.com.



Oceanis 38

BWI OFFICERS**President****John Wooldridge ('13)***jwooldr715@gmail.com***1st Vice President****Alan Wendt ('13)***awendt@wendtproductions.com***2nd Vice President****Lindsey Johnson ('13)***ljohnson@lakelandboating.com***BWI DIRECTORS****Michael Sciulla ('15)***msciulla@gmail.com***Alan Jones ('13)***boatscribe@comcast.net***Roger McAfee ('13)***skeenaboss@telus.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*

Elections Held in January

Elections for BWI Directors will be held in January. Several Director seats (that carry three-year terms) are coming open. Active and Associate members may run for Director spots, but only active members may serve as Officers. Active and Associate members vote in the election.

Those who think they'd like to serve are encouraged to run. Duties include participation in two in-person director meetings a year (no expenses paid), usually held in conjunc-



tion with Miami and Ft. Lauderdale boat shows, availability for as-needed conference calls, and volunteering for assignments such as Committee chairperson, new product or writing contest

category chair, etc. For more information, contact Greg Proteau, info@bwi.org.

Candidates need to provide a brief summary, by December 13, of their experience, qualifications and ideas to help BWI grow. Summaries are reviewed by the nominating committee which consists of the President, Immediate Past President and Executive Director. These are provided to the members a month in advance of the voting.

Calendar & Events

Miami Innovations Due Mid-January

Innovative boats and consumer products will be recognized at the Miami International Boat Show. Produced by NMMA and judged by BWI, The 2014 Innovation Awards will be presented during the show's annual Industry Breakfast on Thursday, February 13. Categories include consumer electronics, mechanical & electrical systems, personal gear, soft goods, watersports and fishing equipment, pontoon and

deck boats, power boats (25' to 60' including fishing craft), marine engines, PWC and jet boats, runabouts and fishing craft to 24'.

Visit www.miamiboatshow.com/exhibitors/promotions/awards.aspx. Deadline to submit entries is January 13, 2014. Contact Melissa Hall, mhall@nmma.org.

Marina & Boatyard Conference in January

Registration for the International Marina & Boatyard Conference (IMBC) is now

available at www.marinaassociation.org/imbc/registration. The conference is produced by the Association of Marina Industries (AMI) and will take place January 29-31, 2014, at the Greater Fort Lauderdale/Broward County Convention Center in Fort Lauderdale, FL. Described as the leading marina and boatyard conference, it is geared specifically toward marina and boatyard owners, operators, and managers as well as dock masters, harbormasters, boat builders and repairers, and industry consultants.

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.

