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BWI Barometer Pointing Up

Scores have been submitted for BWI's 20th Annual Writing Contest and award plaques are being produced. As you'll see inside, this year had a significant gain in entries and insured that all 17 categories were judged. It also means all of the \$17,000 provided by our intrepid sponsors will be deposited in the pockets of the cash winners in Miami – 51 of them! (And recognition also for Merit recipients, that number to be determined.)

The contest is our signature event not only for the kudos it bestows on fine writing in the recreational marine and fishing universe, but for the involvement of the members. Close to half of members enter the contest, while a battalion of volunteer judges (68) determine who gets the nod after wading through a significant storehouse of journalism. To all, thank you for making it possible for this significant project to take place.

Beyond the recognition, the contest offers a reading on the state of the craft – which we think is as good as ever – and how we, as journalists, are faring in the new world mix of print and digital reportage. It seems the evolving balance between the old and new is becoming more comfortable with more of the members. We always maintained that



content is king, and a world of Grade A content is reflected in the contest entries, digital, soybean ink or pixal.

While thanking volunteers, there are also members who serve as product judges at various shows to help producers spotlight legitimate innovations for the marine world (see the team for Miami on page 6), our Directors who take care of meeting plans and other details (see page 3), and others who have offered to share wisdom with colleagues in the growing number of educational webinars available to all and posted at www.bwi.org. Gracias!

Register for Miami

The two boat show events that run concurrently in Miami and Miami Beach are held in four locations and managed by two different entities. The "Miami International Boat Shows" are produced by

NMMA, headquartered at the Miami Beach Convention Center with two additional venues for larger boats and sail. The Yacht & Brokerage Show is a production of Show Management on Indian Creek up around the 4000 block north on Collins Avenue.

See details on page 4 to register for each of them and have credentials waiting for pickup at the respective media offices. This is a different routine for the NMMA shows which in the past mailed the credentials. Send information to both producers to make life easier for them, and you.

Send in Media Events

BWI collects and distributes media event information just before the Miami shows open. Though the list is not comprehensive, it does get Supporting and Associate members events in the hands of BWI members who can then better plan their attack during the shows. If you are holding a media conference or new product or service introduction, send details of the what, where and when by February 8 and to info@bwi.org.

You can reach me at jwooldridge@aimmedia.com.

John Wooldridge
BWI President

Writing Contest Entries Up 20% +

BWI's 20th Annual Writing Contest saw entries grow by more than 20 percent to 370 from 300 and number of entrants to 142, up from 113. It was the first expansion for the contest since the Great Recession and the first time in three years that all 17 writing categories attracted the minimum number of ten entries to be judged. In the last week of the year, West Marine agreed to sponsor the open Ethics & Environment category. All sponsors are identified nearby.

The second year for the all-digital format worked



smoothly with few problems in loading entries. The routine allows the contest to remain open to the final hour of the year and saves participants the hassle of making multiple copies and shipping costs. It also saves BWI the re-shipping costs and speeds

entries to judges who now simply access them online.

Categories and entry numbers are as follow:

- Boating Columns - 31
- Boating Lifestyles - 26
- Boating Profiles - 25
- Boating Travel or Destinations - 43
- Boating Adventures - 18
- Boat/Engine Care and Maintenance - 16
- Electronics - 12
- Ethics and Environment - 15
- Fishing - 15
- Boating Issues, News and Analysis - 35
- The Business of Boating - 19
- Seamanship, Rescue & Safety - 22
- Technical Writing - 24
- Boat Tests - 25
- Gear, Electronics and Product Tests - 21
- Megayachts - 10
- Original Online Content - 13

As the entry deadline passed on December 31, the judging phase of the contest took flight with 68 members volunteering to handle the reading and scoring. Results were due for the top three cash award entries and merit certificates by January 28. This deadline allows time to produce and create the award plaques to be ready for presentation February 15 during the Annual Membership Meeting in Miami.

Cash awardees will be advised by email in early February that they "won something" and invited to retrieve it. Sponsors will be invited as well to hand out the checks and award plaques.

2012 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 – sponsored by Volvo Penta

Gear, Electronics and Product Tests – sponsored by Xantrex Technology Inc.

Megayachts – sponsored by Awlgrip North America

Original Online Content – sponsored by National Marine Electronics Association.

Growth Council & BWI Plan Meeting

Boating writers who didn't have the opportunity to participate in the industry's three "growth summits" over the past year will be able to discuss where the industry is heading with boating leaders during BWI's annual meeting



BWI's Michael Sciulla (l.) with NMMA's Thom Dammrich in Miami last year.

at the Miami International Boat Show on Friday, February 15 beginning at 9:00 a.m., immediately following the organization's annual awards ceremony.

Members of a recently formed "Boating Leadership Council" steering committee, composed of Marine Retailers Association of the America president Matt Gruhn, National Marine Manufacturers Association president Thom Dammrich and Marketing Communications committee members, Joe Lewis of Mount Dora Boating Center and Dean Waite, publisher of *Soundings Trade Only*, will be on hand to discuss their plans on how to grow boating.

Boating writers who have a stake in where the industry is going and how it intends to get there will be able to share their views with the panelists as time has been set aside for an extended "listening session," said BWI director Michael Sciulla who is coordinating the event.

"We're looking for BWI members to share their ideas and considerable expertise in communicating with the

boating public," said Sciulla, noting that Dammrich asked for the media's help in promoting boating during last year's meeting telling journalists, "You have the tools and the power...Your possibilities are endless... We're counting on you."

In addition to Marketing Communications, other committees formed include: Affordability, Youth, Diversity, Education and Advocacy. For more information on these committees go to: <http://www.nmma.org/news.aspx?id=18276>. Complete reports on the Boating Growth Summits can be found at: <http://consensus.fsu.edu/Boat-Summit/index.html>.

BWI Annual Meeting February 15

BWI's Annual Membership Meeting is scheduled for 8 to 10 a.m. on Friday February 15 at the Miami Beach Convention Center, Room B 118-119.

Writing Contest Awards will be followed by the Newsmaker Event described at left.

Breakfast Sponsor is The National Marine Electronics Association



Marketers Set Program for Miami

Marine Marketers of America has announced the program for its bi-annual general membership meeting, to be held at the Miami Boat Show at 3 p.m., Feb. 14 in the convention center.

Featured will be social media expert, Ellen Valentine of Silverpop, who will share practical advice and best practices for optimizing social media as a key marketing tool in today's fast-changing business environment. Two

additional industry social media experts will follow to share best case studies and recommendations for targeted marine applications. The event will conclude with a social mixer.

To register for the free event, visit <http://mmgeneralmeeting.eventbrite.com/#>.

This year's annual Neptune Awards, which recognize best work by marine

marketers, will be held in conjunction with the NMMA's Thursday morning breakfast meeting and industry awards celebration. Details on the Neptune Awards are posted on the newly relaunched MMA website at www.marinemarketersofamerica.org.



**Marine Marketers
of America**

Active & Associate Member News

Bob Adriance Logs 35 Years at BoatUS

Starting as a warehouse worker in 1977 at BoatUS, then advancing to technical director and editor, Bob Adriance found his niche growing and improving the damage avoidance publication, *Seaworthy*. Combing through insurance claims files, he wrote on how to prevent boat damage, injuries, and lessen hurricane damage. After authoring over 500 articles, Adriance is stepping down with director of technical services Beth Leonard taking over.

Adriance's achievements were fighting the "designated skipper" concept he felt gave boaters a false sense of security, and efforts to prevent electric shock fatalities from poorly maintained docks.

He was also editor of the *Technical Information Exchange* for marine professionals and author of *Seaworthy, The Essential Lessons from BoatUS' Case File of Things Gone Wrong*. Colleagues say writing that could be dry and uninviting benefited from Adriance's voice, laced with a subtle humor and friendly tone of a boating buddy. He will remain a member of several BoatUS Boards and Councils and plans to sail around Cape Horn, South America, a lifelong dream.

4 New Clients for Martin Flory Group

Martin Flory Group has four new clients as the year begins. The fifty-year old company will handle North American public relations for the firms: Webasto Product North

America (sunroofs, heating and air conditioning systems); Mate USA (biminis, horns, pumps, rub rails and related accessories); SalVinCo (compact appliances and 12V LED bulbs and lights); Powermania (onboard battery chargers and power supplies). Contact info@martin-flory.com, www.martin-flory.com.

Media Registration for Miami's Two Shows

Policy has changed to obtain press credentials for the **NMMA Miami Boat Shows**, February 14 – 18. Media badges will no longer be mailed out in advance. All working press must pick up media badges onsite in the press office. Requirements include providing valid press credentials - a business card and photo ID - in order to receive a complimentary working press pass. Register by visiting www.miami-boat-show.com/press/badge-request.aspx.

Officially named The "Progressive Insurance" Miami International Boat Show & Strictly Sail Show, the events are produced by NMMA and held at three locations: the

Miami Beach Convention Center, the New Yacht & Power Boat Show at Sea Isle Marina and Strictly Sail® at Miamarina at Bayside.

To register for media credentials for the **Yacht & Brokerage Show** in Miami Beach, February 14 - 18, visit: <http://pressroom.showmanagement.com/yacht-and-brokerage-show-in-miami-beach-show-2013-media-credentials>. Pick up credentials onsite in the show's media center in a two-story trailer in the City parking lot at the intersection of Collins Ave at the 4600 Block.

The Yacht & Brokerage Show in Miami Beach is managed and produced by Show Management, owned and presented by the Florida Yacht Brokers Association.

Boaters and Bikers Tour Planned by WKS

A first-of-its kind cross country boating and motorcycle tour, May 4 - 13, the "Boaterz n' Bikerz Across America: A Hull of a Tour!" incorporates a ten-day motorcycle trip from Florida to California covering 2371 miles, with fun boating and sightseeing stops along the way. Organizer Wanda Kenton Smith says riders can cruise the entire trip, or select one of three legs. The tour is for seasoned riders and restricted to those employed in the boating industry, and sponsored friends. Contact Kenton Smith, wanda@kenton-smith-marketing.com and/or join the group at www.facebook.com/groups/HullofaTour/.



Bob Adriance



Supporting Member News

Kiekhaefer Leaves Mercury Race Division

Mercury Racing president Fred Kiekhaefer ended a 22-year career with Mercury Marine at the conclusion of 2012. He founded Kiekhaefer Aeromarine Inc. in 1983, and sold that company to Mercury parent Brunswick Corporation in 1990. Kiekhaefer, the son of Mercury founder E. Carl Kiekhaefer, worked in the marine industry for more than 30 years and will continue work as a consultant for Mercury through 2014.



Fred Kiekhaefer

Carl Kiekhaefer, worked in the marine industry for more than 30 years and will continue work as a consultant for Mercury through 2014.

Erik Christiansen, director of engineering at Mercury Racing, has been appointed the new general manager. Christiansen, a 15-year Mercury employee started his career as an engineer in research and development, then became an engineering manager in 2002.

GPS Store Techs Gain NMEA Certification

Online marine electronics retailer The GPS Store, Inc. announced that more members of its technician crew are earning certificates from the National Marine Electronics Association (NMEA). The latest, Brian Rock, recently passed courses and required tests to earn the Marine Electronics Installer

Certificate and NMEA 2000 Networking Certificate. GPS Store management says the certification helps customers select the right technology for their vessels and boating style, advise on proper system layout and set-up, and making sure everything works together properly. For details, visit www.TheGPSStore.com.

Star Brite Sponsoring Pro Bass Angler

Star brite, recently announced its sponsorship of Professional Bass Angler Patrick Pierce. Pierce will represent the firm in the Bassmaster Southern and Northern Open Series as well as in the Professional Anglers Association (PAA) Tournament Series for 2013. The Star brite/Star Tron Triton 21 HP will be on the tournament trail, as well as at a number of promotional appearances and special events in conjunction with the tour. Fans can keep up with the latest developments by checking in with Star brite on Facebook and following Patrick at www.PatrickPierceFishing.com.

Volvo Penta Providing America's Cup Support

Volvo Penta is providing the engines, drives and dynamic positioning systems for a new class of support vessels for the America's Cup racing events. Six new custom, 46-ft. power catamarans made their debut at the America's Cup World Series events held in San Francisco in August and October 2012. The twin Volvo D6-330 engines

and IPS450 pod drives are linked to the Volvo Penta's onboard GPS for position keeping when serving as a course marker, even in strong currents and wind conditions. The America's Cup World Series moves on to Venice and Naples, concluding in September 2013. The series champion will be crowned based on cumulative scores from all of the events. Contact Lindsay Shrewsberry, lindsay.shrewsberry@volvo.com.

Sea Tow Foundation Picks Best Photo

The Sea Tow Foundation, a nonprofit organization created by founder and CEO Capt. Joe Frohnhoefer to help promote safe boating practices, has chosen the winner of its first-ever Facebook Life Jacket Photo Contest. Florida boater Alan Izzard



won a one-year Sea Tow Gold Membership for his photo of five kids in life jackets (see above right) at the rail of a sailboat in a crowded marina, entitled, "How Do We Get Off?" The Grand Prize winner also took home one of 30 Revere Comfort-Max Manual inflatable life jackets awarded during the month-long online photo contest. For information, visit boatingsafety.com.

Miami Innovation Judges

BWI and NMMA have announced judges for the upcoming Miami Show Innovation Awards. Awards recognize original boats and consumer products selected by judges who perform product testing throughout the year and have expertise in marine products and equipment.

The committee is chaired by BWI immediate past president Zuzana Prochazka, freelance writer and photographer for *Sea*, *SAIL*, *Yachtworld.com*, *Boats.com*, *Cruising Outpost* and editor of *TalkoftheDock.com*.

Rounding out the panel of judges for this year's Miami

Awards are:

- Nigel Calder, author of *Boatowner's Mechanical and Electrical Manual* and *Marine Diesel Engines* and freelance writer with articles in various boating publications.

- Ann Key, managing editor of *Practical Sailor* magazine, testing and reporting on marine maintenance products, boat accessories, and sailing apparel.

- Lenny Rudow, BWI Director and senior editor for *Dominion Marine Media*, including *Boats.com* and *Yachtworld.com*, plus author of six books

- Charlie Doane, cruising

editor for *SAIL* magazine, active in boat testing programs, active bluewater sailor and chief blogger at *wavetrain.net*.

- Jason Wood, senior editor at *Power & Motoryacht* magazine, where he focuses on complex topics, new technology and ways to look at the market for buying or selling boats.

- Alan Wendt, First Vice President of BWI and contributor to marine industry publications including *Lakeland Boating*, publisher and editor for *Marine CEO*, *Getaways!*, and *Adventures* magazines.

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Welcome New Members

Actives/Associates

- Jack Atzinger, Associate Editor, Essex, CT
- Tony Bessinger, Freelance Writer, Middletown, RI
- Green Brett, Freelance Writer, Newport, RI
- Dennis Caprio, Senior Editor, Middletown, RI
- Rhea Caswell, Freelance Writer, W. Palm Beach, FL
- Liza Copeland, Writer/Author, Vancouver, BC
- Tom Cutter, Freelance

Writer, Palm Beach, FL

- Bob Debusk, Freelance Writer, Cave Creek, AZ
- Suzan Drewry, Freelance Writer, San Clemente, CA
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- Jonathan Neeves, Freelance Writer, Clareville, NSW, Australia
- Andrew Parkinson, Managing Editor, Ft. Lauderdale, FL
- Bryon Scholz, Freelance Writer, Lake Worth, FL
- Nadine Slavinski, Writer/Author, Tarrytown, NY

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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.

