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Writer's Year-End Reflections

Most of us are "deadline people." Perhaps more accurately, we are people managing deadlines. For some it's become a way of life, yet for others it still strikes terror whenever the due date looms. I'd put myself into the "way of life" camp, but I wouldn't be honest if I didn't own up to a regular dose of anxiety to keep me motivated.

The December Holiday season and lead into the New Year merit reflections and setting goals and attending to those tasks we may have been putting off. All of these have relevance to our band of boating writers and BWI.

Mentioned in these columns a few times previously, it feels like the boating business and related media segment is growing stronger. There are many reasons for this, perhaps chief among them the continuing product advances and innovations coming from the boat building, engine and accessory sectors. This spurs selling new and used craft or fixing up what boaters have, and the gains flow to communication and promotion efforts including a portion to us.

There are also headwinds, especially the rising cost of boating and loss of discretionary buying power by consum-



Image: Red Farm Studio, www.PaperCards.com

ers. I know – like the weather – lot's of talk but few solutions. And talk about it we will in Miami during the annual meeting set for 8 a.m. February 14th at the Convention Center.

The overall health of BWI is fairly good. The attrition in membership during the Great Recession apparently has passed. We are now what I'd call a "core group" of about 300 writers, a dozen communication firms and 40-ish Supporting companies. At the peak pre-recession, the tally was over 400, 30 and 100, respectively. My point here is, I guess, feel free to encourage your peers to look at joining.

Our Writing Contest has gained a modicum of new entries in the last few years and attracted a number of new members. Adding or adjusting the categories attracts interest by current members as well as those

who may have been sitting on the sidelines. If you have not done so, remember to enter by December 31. A tally of what's in house now can be found on page 2.

BWI's LinkedIn site now has more than 200 participants (you need to be a member to opt-in; if you're not signed up, ask for access at

www.Linkedin.com). It serves to bring boating related issues and ideas to the chat forum. An item on Robert Redford's new film has garnered 16 comments (to date), reflects what writers are saying about it and could provide fodder for other articles. Join the discussion, or start one.

Our call for Director candidates in the last issue brought five volunteers for the five opening positions: Zuzana Prochazka, Alan Wendt, Lindsey Johnson, Alan Jones and Roger McAfee. Thanks to them for the offer to serve. You can read their backgrounders when asked to vote in January.

Here's wishing you and yours Happy Holidays and a prosperous New Year from all of the Directors and Officers at BWI. Reach me at jwooldr715@gmail.com.

John Wooldridge
BWI President

Early Counts for Writing Contest

With the December 31, 2013 deadline approaching, entries are seeing a pickup in flow into the Annual BWI Writing Contest. A count at newslet-

ter presstime shows 51 entrants have uploaded 112 articles and links to the contest holding site. This compares to a final count for last year's contest of 142 entrants and 370 entries. Each category is required to have 10 entries to be valid and judgeable. A new category, Boat Projects, Renovations & Retrofits, is attracting interest while two others -- Boat Tests & Reviews and Gear and Product Tests -- have been updated to hopefully attract more entries. A current reading of number of entries shows categories that need beefing up:

Boating Columns – 7
 Boating Lifestyles – 7
 Boating Profiles – 14
 Boating Travel or Destinations – 12
 Boating Adventures – 9
 Boat/Engine Care and Maintenance – 3
 Electronics – 4
 Ethics and Environment – 5
 Fishing – 1
 Boating Issues, News and Analysis – 5
 The Business of Boating – 4

Seamanship, Rescue & Safety – 11
 Technical Writing – 10
 Boat Tests & Reviews – 7
 Gear and Product Tests – 0
 Boat Projects, Renovations & Retrofits – 10
 Online Excellence – 4

Contest organizers have put a system in place to advise BWI members and others with interest in the contest that some categories may require more submissions to be valid. At least one additional update will be provided to entrants to encourage them to enter – or add entries – to those categories with shortfalls.

BWI members are allowed two submissions to the contest without charge; additional entries are \$25 apiece. Each category will be judged by four BWI members in the first few weeks of the New Year. Cash awards and plaques are presented to the winners at the Miami Boat Show in February, 2014.

To access the contest brochure and entry details go to 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.

Contest Judges, Chairs Still Needed



Thanks to those who have offered to judge this year's contest. Still needed are Chairpersons and readers for several categories - 68 judges needed in total! The only key factor in

serving is that a judge cannot read a category in which he or she has entered.

Judging is a great way to keep up on all the subjects, ideas and great writing that have taken place during the year. Now that the Contest has gone "cloud-based," judg-

ing has been streamlined and simplified. Those interested in judging should contact Contest chair Lindsey Johnson at ljohnson@lakelandboating.com or executive director Greg Proteau (info@bwi.org, 847/736-4142) as soon as possible.

Member News

Rhodes Celebrates 30 Years of Business

Rhodes Communications, Inc., an international public relations and marketing services company based in Norfolk, VA, passed its 30th year in November. Founded in 1983 by Jim Rhodes, it focused on commercial and recreational marine segments. It added clients in GPS, aviation, satellites, government, public



Jim Rhodes

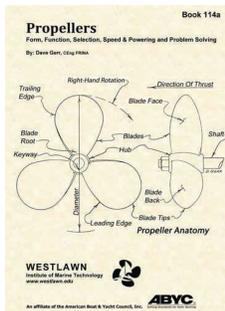
safety, construction, transportation, surveying, civil engineering, oil/gas and mining. Specializing in B2B PR and marketing in global vertical markets, Rhodes says "We discovered that we are very good presenting technical content in a way understandable by non-technical readers."

The firm distributes press releases to more than 10,000 media contacts covering 50 vertical market segments worldwide. It also offers a news distribution service through its Marine News-Wire subsidiary (marine.newswire.com). Rhodes says, "Our plan is to continue to sustain our core PR business and pursue growth opportunities, such as producing additional technical conferences and trade exhibitions in targeted vertical markets."

Gerr's Prop Book Gets 25-Year Update

A second propeller book has been written by Dave Gerr

and incorporated into the American Boat & Yacht Council's Westlawn Institute Module 4 course. "Propellers: Form Function, Selection, Speed & Powering and Problem Solving" follows Gerr's "Propeller Handbook" published by International Marine/McGraw-Hill in 1989, described as the industry standard reference since then. Propellers incorporates selection, sizing, and problem solving with Gerr's latest research and conclusions covering 25 years of experience. A naval architect and BWI member, Gerr is also Westlawn's Director. Visit www.westlawn.edu.



My-Villages Salutes Marine Tech Gains

My-Villages tapped The Hinckley Co. as the winner of its first-ever Innovation Award in early November. The award, to be presented annually, will honor companies that demonstrate leadership in reinventing the way the marine industry cares for customers by helping boat owners better operate and maintain their vessels using new technologies. Kevin Hutchinson, founder of My-Villages, said, "It's high time we turn our attention to innovating the way customers are serviced and sup-

ported." Contact Tammy Lewis, tammy.lewis@my-villages.com.

Sea Tow Honors Family Involvement

Sea Tow Services International Inc. honored its Chief Administrative Officer, Kristen Frohnhoefer, and other members of its network at an awards banquet in November celebrating the firm's 30th anniversary. The Award in the name of Executive Vice President Georgia Frohnhoefer, is given annually to the female member of the network who makes the biggest contribution to daily operations during the year. Presenting the award to her daughter, Georgia Frohnhoefer said, "She has been a dynamic force helping to grow our organization, form strategic alliances with other high-profile companies, and add dozens of valuable new benefits for our Sea Tow members."



Georgia (I.) and Kristen Frohnhoefer

NMEA Leadership Changes Announced

The National Marine Electronics Association (NMEA) announced that Johnny Lindstrom, a design engineer at Westport Shipyard, will become chairman of the board of directors January 1. Lindstrom succeeds David Gratton, of Martek of Palm Beach, FL who is completing a three-year term. In an unrelated matter, Bruce Angus, who held the position of Executive Director in 2012 and 2013, has resigned. For information visit www.NMEA.org.

Calendar & Events

BWI OFFICERS

President

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jwooldr715@gmail.com

1st Vice President

Alan Wendt ('13)

awendt@wendtproductions.com

2nd Vice President

Lindsey Johnson ('13)

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BWI DIRECTORS

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Alan Jones ('13)

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Lenny Rudow ('14)

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Heather Steinberger ('14)

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Zuzana Prochazka

BWI Past President

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Greg Proteau

Executive Director

info@bwi.org

BoatUS Grant Program Deadline January 15

The BoatUS Foundation is looking to fund Grassroots Grants projects that utilize new, innovative approaches to encourage safe and clean boating among the boating public. Selected organizations will be awarded individual grants of up to \$10,000 to implement their plan. Applications are due January 15, 2014 in advance of public online voting in the Spring. Go to www.BoatUS.org/Grants to view guidelines and apply.

Marketers Call for Neptune Awards

Marine Marketers of America (MMA) seeks entries for the 2013 Neptune Awards which recognize outstanding work in

the marketing field. Presented at the Miami Boat Show, entries will be

accepted for 12 categories of ads, Web advertising (banner ads), product literature, newsletters, email promotion/blasts, regional/local marketing, video, mobile apps, social media campaign, marketing innovation and special event/sales promotion. Deadline for submissions is January 8, 2014. Program details are posted at www.marine-marketers-of-america.org. For more information contact Program co-chairs Sally Helme or Cindy



Pechous, awards@marine-marketersofamerica.org, or cpechous@nmma.org.

Commercial Marine Expo '14 Dates

Commercial Marine Expo serving commercial marine and fishing industry segments on the Atlantic seaboard, will return to New Bedford, MA June 11-12, 2014. The Expo brings marine buyers and sellers together in a business-to-business environment in the heart of New England's commercial marine industries. It's an opportunity for the industry's suppliers and manufacturers to showcase new products and technology before coastal and blue-water maritime professionals over two days. Details at www.comarexpo.com.

Welcome New Members

Active Members

- Richard Evans, Assistant Editor, Waukesha, WI
- Philip May, Editor, Chicago, IL



- Tammy Kennon, Writer, Blogger, Bridgeville, DE

- Doug Logan, Senior Editor, Branford, CT
- Jim Shroeger, Freelance Writer, Traverse City, MI
- Gary Wilson, Freelance Writer, Lacey, WA

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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.

