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A Grand Celebration In Miami

The picture at right does a nice job capturing the spirit of our Annual Meeting and awards presentation at the Miami Boat Show. In it, you have Marilyn Mower accepting her awards from the sponsor, Jim Seidel of Awlgrip.



Jim Seidel (from l.), Marilyn Mower, and ?

Then there's the facilitator of the hand-out process mugging for the photog (Ron Ballanti offers to take these pix each year).

Our Writing Awards are the premiere event for BWI and serve to celebrate fine boating and fishing writing in print and on line. They involve about half of our members who enter the contest, about a quarter who volunteer to judge the writing, and roughly a third of our Supporting members who are sponsors. I'm not sure there are many other organizations which could claim this level of participation. I'm definitely thankful for all who have been involved. All of the cash winners and merit award recipients are posted on the home page at www.bwi.org. Soon, a link to all the top three-place entries will also be available there. Take time to read some of these pieces; many will knock your Topsiders off.

A goal for all BWI meetings

is to provide a program containing takeaways for members to do (sell) a column or story based on "Newsmaker" panels. Director Michael Sciulla, BWI's Speaker Committee chair, who has been championing "growing boating" for most of his career, staged a panel focused on the latest efforts of a Council charged to stimulate interest in the lifestyle. This format allowed useful interchange between our members and the panelists and called for action both ways. See details on page 2.

Most of us understand the clear connection to industry vitality and our future. In fact, reviewing the Writing Contest entries shows a storehouse of creation that objectively encourages getting on the water with family and friends – which is a key goal of growing the activity. Yes, there are also the sobering stories that tell of destruction

and human harm, but these serve to warn and educate and encourage learning before you go for newbies and old salts alike.

In terms of more resources, our Miami coffee and crumpets the past several years have been courtesy of the National Marine Electronics Association. We give the NMEA a little face time to talk about what's happening in the marine electronics universe, and they always offer help to writers pursuing stories there. Thanks to them for feeding both body and mind.

The BWI Board met after the annual meeting and hashed out plans for coming months. We will review the Annual Contest with an eye to keep it solid and add improvements to categories and definitions. Topics under consideration for our webinars include what independents need to know on accelerating changes in health care and a project to bring more new product and service ideas to you to write about. If you have other suggestions, please send them along.

You can reach me at jwooldridge@aimmedia.com.

John Wooldridge
BWI President

Grow Boating Advocates & Media Meet

BWI members got their opportunity to share thoughts with boating industry leaders on how to grow boating during BWI's annual meeting at the Miami Boat Show on Feb-

hour-long session which followed the presentation of BWI's annual writing awards.

The panel consisted of Council chair and MRAA president Matt Gruhn,

NMMA president Thom Dammrich, Grow Boating and Discover Boating chair Joe Lewis and Soundings Trade Only publisher

less. We're counting on you."

Much of the conversation centered on plans for a "Welcome to the Water" tie-in with National Marina Day taking place around the country and scheduled for Saturday, June 8. This year's event includes support from the boating industry with marinas, dealers, manufacturers and boater education organizations working together. The shared goal is to host events to promote boating and the boating lifestyle and increase participation in boating activities. Details can be found at www.nationalmarinaday.org.

The panelists urged BWI members to get actively involved in the on-going process noting that six teams on Marketing Communications, Affordability, Youth, Diversity, Education and Advocacy have been formed to focus the campaign's efforts.

Complete reports on the Recreational Boating Growth Summits that led up to the formation of the Boating Leadership Council can be found at: www.consensus.fsu.edu/Boat-Summit/index. Media was both encouraged to get the information out to their audiences and participate locally.

Following the event, NMMA Director of Brand Communications, Kelly Kaylor, placed a posting on BWI's LinkedIn site offering to serve as a resource for projects that BWI members are interested in pursuing. She can be reached at kkaylor@nmma.org.



Panelists in Miami (from l.) Joe Lewis, Matt Gruhn, Dean Waite, Thom Dammrich and Michael Sciulla.

ruary 15. In what was billed as an "interactive listening session," members of the Boating Leadership Council took questions from a nearly standing room-only crowd of BWI members during the

Dean Waite. Recently re-elected BWI Director Michael Sciulla produced the event and moderated the discussion.

Sciulla launched the discussion saying, "The stakes are high. New boat sales peaked 25 years ago in 1988 and are now about a quarter of what they were back then. This is your opportunity to share your thoughts on what needs to be done to grow participation and achieve long-term growth for an industry in which we are all stakeholders."

The program was a follow-up to an appeal by Dammrich at last year's Miami show in which he said, "We're looking for BWI members to share their ideas and considerable expertise in communicating with the boating public." He asked for the media's help in promoting boating telling journalists, "You have the tools and the power. Your possibilities are end-

NMEA Offers Resources

During the Miami meeting, National Marine Electronics Association executive director Bruce Angus (insert) offered writers editorial support to link them with manufacturer and dealer contacts and free subscriptions to the NMEA's monthly magazine, Marine Electronics Journal (provide contact information to Bruce Cole, bcole@McNabbMarketing.com).



Angus also discussed NMEA's new website going up this year that will have an ongoing blog talking generically about product categories of marine electronics rather than what is typically found in manufacturer press releases focusing on the features of new products.

NMEA was breakfast sponsor of the annual BWI meeting in Miami.

Annual Writing Award Presentations



Awardees, acceptors and sponsors mixed it up in Miami. Top row: (left) Lenny Rudow, Jeppesen's Valerie Krumholz, Ann Key and Ben Ellison; (right) Pete McDonald, Discover Boating's Kelly Kaylor and John Wooldridge. Above: (left) Mark Pillsbury with Laura Martin; (middle) Ann Dermody with Suzuki's Jon Woolson; (right) Lenny

Rudow with Volvo's Ron Huibers. Below: (left) Brett Bayne and John Wooldridge; (middle) Rebecca Cahilly with Home Port's Dave Pilvelait; (right) Ann Key and Xantrex's Mitul Chandrani. (Photos by Ron Ballanti.) All results for the Annual Writing Awards and sponsors are posted on the homepage at www.bwi.org.



Product Innovations Highlight Miami

Ten marine products were recognized by NMMA and BWI at the Miami Boat Show & Strictly Sail. Eight products took home 2013 Innovation Awards and two were recognized as Honorable Mentions. The Awards, organized by NMMA and judged by BWI, recognize products that are innovative, benefit the marine industry and consumer; are practical, and cost-effective.

Zuzana Prochazka, Innovation Awards judge chair, editor of TalkoftheDock.com, and immediate past president of BWI Board of Directors emceed the award presentation. Additional judges were Nigel Calder, Charlie Doane, Ann Key, Lenny Rudow, Alan Wendt, and Jason Wood. Here are the products recognized and judges comments:

Consumer Electronics

Raymarine's affordable high-performance Dragonfly Sonar/GPS makes the power and crisp detail of CHIRP sonar available to inland and coastal saltwater anglers.

Honorable Mention: B & G

West Marine

Green Products of Year

Two products were announced as West Marine "Green Product of the Year" Winners in Miami.

Starting in 2011, the EPA required that portable fuel tanks had to be sealed. The pressure can overwhelm valves in older engines, causing flooding and may also cause gas to leak when making or breaking connections. The Attwood Fuel Demand Valve only allows fuel to pass when the engine pulls fuel from the tank.

The second winner was West Marine's CFA Eco Anti-fouling Bottom Paint, reported as the first copper-free, dual biocide, water-based ablative antifouling paint. Developed by Kop-Coat Marine Group, the paint uses new metal-free Econeal biocide combined with a slime-fighting inhibitor for multi-season protection. Contact Laurie Fried, laurief@westmarine.com.



BWI's Innovation Award Judging Team in Miami (from l.): Zuzana Prochazka, Jason Wood, Lenny Rudow, Alan Wendt, Ann Key, Charlie Doane and Nigel Calder.

SailSteer and SailTime by Navico.

Mechanical & Electrical

SmartPlug Systems' 50 amp inlet and connector offers increased pin and connector clip contact area - maximizing electrical transfer while eliminating excessive heat

Gear & Watersports

Locking Pickup Truck Rod Rack by Boat Outfitters is a removable rod rack for use in pickups with cable system which allows safe, theft-free transportation of expensive rod and reel combos.

Pontoon/Deck Boats

Harris FloteBote combines a comprehensive and innovative list of features and amenities in the Crowne 250, including a specially-designed Sport Arch

Power Boats

The Sea Ray 370 Venture uniquely incorporates patent-pending outboard engine technology in a fiberglass express cruiser powered by

fully-concealed outboard engines.

Honorable Mention: 325 Center Console by Belzona.

Propulsion Inboard/OB

Deep Blue by Torqeedo is described as the world's first industrially produced 80-h.p. electric outboard powered by batteries adapted specifically for the marine environment.

PWC & Jet Boats

Yamaha 192 Series with Thrust Directional Enhancer feature a single supercharged engine, an innovative yet inexpensive solution to maximize control and maneuverability.

Craft to 24 Feet

230 Vantage by Boston Whaler is said to seamlessly blend comfort, versatility and handling in one innovative dual console model.

Additional details at www.nmma.org/news.aspx?id=18306. Contact: Kelly Kaylor, kkaylor@nmma.org.

Supporting Member News

West Marine Vets Gain Chapman Award

NMMA recognized Randy Repass, whose career spans 45 years in the boating industry, and Geoff Eisenberg, a 37-year marine industry veteran, as the recipients of this year's Charles F. Chapman Award. The Award, presented during the Industry Breakfast in Miami, recognizes individuals or groups that have provided promotion and protection of the sport of boating and benefits to the industry and public.

Repass, current chairman, is the founder of West Marine and the visionary behind what has become one of the largest boating supply retailers with nearly 300 stores in the U.S. and Canada. In 1973, he founded Semiconductor Engineering Associates, computer-controlled testers for complex integrated circuits, earnings from which provided the financing for West Marine. Eisenberg served as president through the summer of 2012 and is credited in shaping the firm's service-driven culture and formulating its strategy.

Contact Laurie Fried, laurief@westmarine.com.

Sea Tow Partners With Angler Dance

Sea Tow Services has announced its partnership with celebrity fisherman Bill Dance as a sponsor of the popular TV shows, "Bill Dance Outdoors" and "Bill Dance Saltwater." Dance also will work with Sea Tow to help educate boaters and anglers about safe fishing and boating practices throughout the year. "Dance



Bill Dance

is a strong advocate for boating and fishing safety," said Capt. Joe Frohnhoefer, Sea Tow founder, adding that Dance received a Congressional National Water Safety Award. "Since Sea Tow also is focused on teaching boaters about safety on the water, this is an ideal partnership." Contact Cindy McCaffery, cindy.mccaffery@seatow.com.

Awlgrip Notches 40, "Dr. Grip" Reitering

A year after founding in 1973, eventual America's Cup Winner Courageous was painted with Awlgrip, caught a buzz in Newport, RI where the Cup races were held and the



Halcomb

phrase "get your boat Awlgrip-ped" was coined. The company celebrates its 40th anniversary this year though founding member David Halcomb, also known as "Dr. Grip," has decided that his career leading the way in topsides systems,

it's time to hang up the spray gun. Halcomb plans to pursue his other passion in life, traveling in his motorhome, but will remain a consultant to the firm. Contact Jim Seidel, jim.seidel@akzonobel.com.

3000 TracPhones In Worldwide Use

KVH Industries recently shipped its 3,000th TracPhone terminal for the mini-VSAT Broadband network, calling itself the lead provider of this widely used maritime VSAT service. Launched in 2007, KVH's maritime broadband service used spread spectrum technology that enabled small, easily installed onboard terminals to receive fast, VSAT quality data connections offshore. Service has grown through a geographic rollout now complete and covers all the world's oceans. Contact Nicole Mongillo, nmongillo@kvh.com.

Star brite Sponsors On-Land Racing Team

Star brite, the manufacturer of Star Tron Enzyme Fuel Treatment, as well as a broad line of automotive, powersports, marine and outdoor power equipment products sold around the world, has announced the sponsorship of Greg Ira's "Orange Crush" Datsun 240Z in SCCA racing. His record so far is starting and winning four races. Says Ira, "We are very pleased to be associated with Star brite, whose products I know very well from a lifetime of boating." Contact Bill Lindsey, blindsey@starbrite.com.

BWI Election Results

BWI OFFICERS

President

John Wooldridge ('13)

jwooldridge@aimmedia.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

BWI members re-elected three officers and a director in January. Officers elected to one-year terms are John Wooldridge, Editor-in-Chief of *PassageMaker* Magazine, President; freelance writer and custom publisher Alan Wendt, 1st Vice President; and editor of *Lakeland Boating Magazine* Lindsey Johnson, 2nd Vice President.

Michael Sciulla, a *Soundings Trade Only* columnist and communications strategist, was re-elected to a three-year Director term.

In a subsequent Board action, Roger McAfee was appointed to a vacant Director seat and will serve a remaining one-year term. Prior to practicing law for 30 years, McAfee was a reporter on



**New BWI Director
Roger McAfee**

daily newspapers in Vancouver and Ottawa, Canada. He now freelances for *Pacific Yachting*, *Sea*, *Southern Boating*, *Lakeland Boating* and occasionally for *ShowBoats International*.

Continuing as Directors are:

- Immediate Past President Zuzana Prochazka, editor of *Talk of the Dock* and

freelance writer for magazines and online venues;

- Alan Jones, full-time writer and editor for *Boating World Magazine* and contributing editor for *Sea Magazine*;
- Lenny Rudow, a writer and editor in the marine field for over two decades online and in several boating publications; and
- Heather Steinberger, a professional writer for more than 15 years currently serving as *Lakeland Boating's* editor at large and as a contributing editor for *Sailing Magazine*.

BWI executive director Greg Proteau serves as secretary/treasurer of the board.

Welcome New Members



Active Members

- Jonathan Atkin, Writer/Photographer, Bronx, NY

- Lou Siegel, Freelance Writer, Lanexa, VA

Relations Counselor,
Plantation, FL

Associate Members

- Jane Grant, Public Relations Counselor, Ft. Lauderdale, FL
- Kitty McGowan, Public

Supporting Member

- Kevin Hutchinson, Founder/CEO, My-Villages, Inc., Hobe Sound, FL

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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.

