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You Are the Brand

As I walked into the seminar room at the South West International Boat Show, I was greeted by 55 waiting faces, folks lured by the promise of a free seminar on my experiences running a boat from St. Louis to Mobile last summer. More generally, they were there to glean some useful info on the watery pathway known as the Great Loop. If you've ever dreamed of casting off for an adventure on "blue highways" that are considered one of the safest long-distance cruising routes in the world, you want to consider doing America's Great Loop.

It's a continuous waterway that encircles the eastern half of the United States and parts of Canada, and includes the Atlantic and Gulf Coast Intra-coastal Waterways, the Erie Canal and the Canadian Heritage Canals, the Great Lakes, and the inland rivers of America's Heartland.

Last summer I joined Captain Jeremy Hopkins on a Beneteau 34 Swift Trawler to run one of the most interesting legs of the Great Loop. A 905-mile journey would take us from Kimmswick, MO, an historic river town just south



BWI members write, lecture, blog and video about the "Loop." This image from Bob Duthie's website (www.greatloopcruising.com) helps explain why.

of St. Louis, where Hoppie's Marina is located, to Fairhope, AL, a beautifully cared for town south of Mobile's bustling commercial waterfront.

We did this trip in nine days, more of a delivery than an enjoyable cruise, during the month of June, when temperatures in the South were in the high 90-degree range. Most Loopers time their journey through the rivers of the Heartland during the fall, with cooler temps and beautiful colors in the trees.

When my presentation was complete, I asked my seminar attendees for a show of hands -- about two-thirds of them were powerboat owners, and the other third were sailboat owners. Virtually all of them were curious about the kinds of boats that they could do the Loop comfortably. Some

wanted to know if they could manage the trip in their existing boats, sail and power. For all of them, this was a doable adventure. The conversation moved out into the hall as I ceded the room to the next presenter.

A friend in the cruising powerboat business had suggested to the

show organizers that the usual diet of sailboat-only topics wasn't serving the needs of an increasing number of customers consider distance cruising under power. I agreed to do this for him, and for *Passage-Maker Magazine*, but I was not prepared for the thirst I was quenching, or the brand that I became for this audience.

Take every chance you get to speak with groups about your love of boating, your insights and experiences. It's a great experience, a useful tool for your professional toolbox, and a brand builder for you and those you write for.

You can reach me at jwooldridge@aimmedia.com.

John Wooldridge
BWI President

Spread Word on June Water Welcome

The effort to “Grow Boating” will be leveraged by a focus on Welcome to the Water on National Marina Day 2013 - Saturday, June 8 - the first nationwide boating event dedicated to helping



industry stakeholders expand their customer base as a collaboration to increase boating through hands-on

participation across the U.S.

Events will be held at on-water locales with all recreational boating businesses encouraged to take part as event organizers offer opportunities for industry partners to get involved. Every event will be different based on the local market, boating opportunities and industry part-

ners. Suggested activities include: on-water hands-on training; open houses; showcase of boats and related marine products; free demo rides with sales follow-up; and safety demonstrations.

Writers interested in spreading the word can find resources, story leads and participating marinas and firms at www.discoverboating.com/nationalmarinaday.aspx. There are sections on promotional materials, including DVD links dealing with generic boating and fishing activities, web content such as interactive tools explaining boating costs and loan calculators, facts and figures about the industry, popular boat types and more.

Material and planning guides specific to the Marina Day can be found at www.nationalmarinaday.org/category/resource-kit/. There

are suggestions for children’s activities and events, scavenger hunts, build a boat projects, clean-up day, environmental demonstrations, new boat demos, fishing rodeos, boating safety demonstrations, sailing races or boat parades and much more.

One partner in the effort, the American Boat & Yacht Council, has plans to coordinate with marinas interested in hosting Free Boat System Checks for customers or visiting boaters as part of their day’s events. Certified ABYC technicians will inspect boats for electrical, fuel and exhaust, equipment. For information visit www.abyc.com/whyabyc/clinic.cfm.

For details contact Kelly Kaylor, kkaylor@nmma.org.



Calendar & Events

Boating Congress Grows to 29 Cohosts

The American Boating Congress is the legislative conference bringing industry leaders together to help influence public policy and present a unified front on issues that impact recreational boating. Twenty-nine industry partners have agreed to co-host ABC this year, to be held in Washington, DC on May 8-9. ABC’s agenda addresses timely and relevant policy matters, offers opportunity to discuss and learn about



state and federal legislation, get first-hand insight from policymakers and network with others in the industry. Media contact is Lauren Dunn, 202/737-9752, ldunn@nmma.org.

2013 Sailing Summit

The 12th International Sailing Summit (ISS) will take place August 18 -21 at the St. Francis Yacht Club in San Francisco, CA. Organized by Sail America, it aims to bring the sport and industry together to promote sailing on a global scale. This year’s summit

takes place just before the Louis Vuitton Cup races and will include educational seminars on various topics, including the state of the sailing industry and trends, how to find new markets, and perception marketing. Speakers include Thom Dammrich from NMMA, Iain Murray, Stan Honey, and Tom Ehman from America’s Cup Race Management, Frank Savage from Savage Holdings, LLC, and Efreim Zimbalist from Active Media Interest. For more information visit www.sailamerica.com.

BWI Member News

Rosko's New Edition for Saltwater Fishing

Revised and updated from the original 2001 publication, incorporating current trends in tackle, technique, and conservation, Milt Rosko's "The

Complete Book of Saltwater Fishing" covers fishing from boats, shore, jetties and bridges and more. He explains tackle and how to use it, what baits and lures to select for

different species, the fifty most sought-after saltwater gamefish, recipes for preparing the catch and introducing kids to the sport.

Rosko has written hundreds of articles for outdoor publications and is the author of Fishing the Big Four, The Striped Bass Book, and others. The new book is available at bookstores or from Burford Books, www.burfordbooks.com. Contact Rosko at miltrosko@optonline.net.

Yamaha Passes

10 Million Motor Mark

In early April, Yamaha Motor Co., Ltd. reported its 10 millionth (cumulative) outboard motor came off the production line. After manufacturing its first "P7" (7 h.p.) outboard motor in July 1960, production reached five million units in March 1996 and eight million in October 2006. In the roughly six and a half years since then, another two mil-

lion outboards have been produced. Total production from four global plants in 2012 was approximately 320,000 units. Contact Martin Peters, martin_peters@yamaha-motor.com.

My-Villages Adds Innovation Partners

My-Villages, the marine online collaborative, has announced additions to its Innovation Partner ranks, expanding the program to help marine businesses coordinate and to enhance boating customer engagement. The new partners are Marine Professionals Inc. of Fort Lauderdale, FL, Saunders Yachtworks of Gulf Shores, AL, and Yacht Tech of Palm



Beach Gardens, FL. More than 30 companies have signed on as BETA partners for the free service including Hinckley, Kadey-Krogen Yachts, Dometic, Cummins, Westerbeke and others.

In a separate announcement, the company announced moving from its former Alexandria, VA headquarters to the Jupiter - Stuart, FL area to be situated directly within the largest U.S. boating market. Visit www.my-villages.com.

KVH TracPhone Goes Fully Global

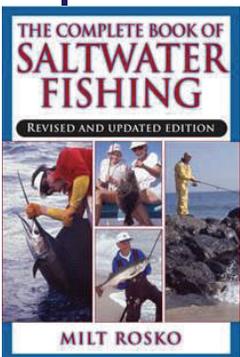
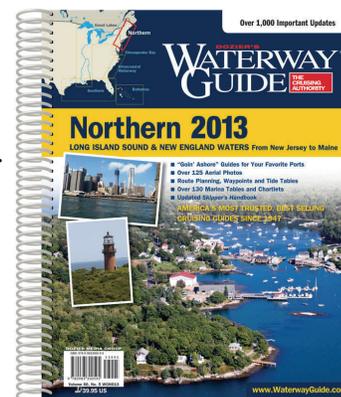
Coinciding with the introduction of its new TracPhone V3IP satellite communications system, KVH Industries,

Inc. announces availability of an integrated service package that pairs mini-VSAT Broadband service with the Iridium OpenPort broadband service for full global connectivity including polar areas. "This integrated solution offers mariners an unbeatable combination of reliable, affordable broadband, shipboard communications, and seamless global connectivity," explains Brent Bruun, executive vice president. Contact Nicole Mongillo, nmongillo@kvh.com.

Member Publications Update NJ/NY Waters

Waterway Guide, the Association of Marina Industries and BoatUS have teamed up to offer an easy, up-to-date, free online guide for boaters at www.WaterwayGuide.com/superstorm-sandy. The special webpage covers all marinas on the New Jersey coast, New York City, Hudson Valley and Long Island's South Shore. Notes

BoatUS Technical Director Beth Leonard, "Boaters cruising the ICW or just headed out for a Saturday afternoon will need to know where navigational hazards still exist and where they can find fuel, slips, pumpouts, and repair facilities."



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

Remind on PFD Wear

Boating fatalities have been increasing in recent years with those recorded in 2011 at the highest level since 1998, according to U.S. Coast Guard Recreational Boating Statistics. In 2011, 533 of the 758 boating fatalities resulted from drowning, with 84 percent of the drowning victims not reported as wearing a life jacket. Life jacket wear is one of the most effective and simple life-saving strategies for safe recreational boating.

Together with boating safety advocates, the National Safe Boating Council is working to remind boaters of the importance of boating safety, such as life jacket wear, boating sober, knowing navigational rules, and having a proper lookout during 2013. The North American Safe Boating Campaign yearlong effort kicks off with National Safe Boating Week in the U.S. and Canada from May 18-24.

This year during Safe Boating Week and throughout the campaign the Council will highlight stories of real boaters whose lives were saved by wearing a life jacket. "Simply put, boating responsibly and wearing life jackets can save lives," said Virgil Chambers, executive director of the

Council. "Accidents on the water happen much too fast to reach and put on a stowed life jacket. It's important that everyone consistently wears a life jacket while on the water."

The annual Safe Boating Campaign unites the efforts of a wide variety of boating safety advocates, including the National Association of State Boating Law Administrators, Canadian Safe Boating Council

and many members of the National Safe Boating Council. The campaign is produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. Partners hold local events, teach classes, offer on-water training, distribute educational materials and perform free vessel safety checks. Details: www.safeboatingcampaign.com.

For access to the latest National Recreational Boating Survey, go to www.uscgboating.org/assets/1/workflow_staging/news/614.PDF.



National Safe Boating Week Tips

The nonprofit Sea Tow Foundation offers these tips for NSBW:

- PFDs for You and Me: While children under the age of 13 are required to wear life jackets while boating, everyone is better protected when wearing one.
- What's Your Frequency? A VHF radio allows boaters to broadcast a call for help to the Coast Guard and anyone else in the area monitoring Channel 16. Visit www.seatow.com/boating-safety/automated-radio-checks to find the Automated Radio Check VHF frequency.
- Be a Class Act. Boater Education classes offer something for everyone, even experienced boaters. A list of approved boating safety courses offered can be found at www.nasbla.net/courseListing.php.
- Time for a Checkup: The U.S. Coast Guard Auxiliary and the U.S. Power Squadrons offer free Vessel Safety Checks to help get boaters ready for the season.
- Designate a Sober Skipper: Boat operators need to be clear-headed and able to make quick decisions when operating a vessel.

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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.

