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Friends in High Places

My first editing job in the recreational marine arena found me in Chicago in the late 1970s, where I was the editor of *Inland Sea Magazine*, the Midwestern regional edition of the umbrella title then owned by CBS. There were four regional editions - Western, Southeastern, Northeastern, and mine. A core section of boat and gear tests was wrapped around the regional edit, plus national and regional ads.

It was an innovative idea at the time, but production costs, including numerous plate changes, caught up with us, and the suits in New York closed the Midwestern and Southeastern offices. Suddenly, I was out of work, with no prospects, and a less than one-year-old son and wife (working, thank goodness) to provide for. I knew hardly anyone at competitive magazines, so freelancing opportunities were scarce.

Luckily, a host of friends I did know, like Greg Proteau, Bob Black, Ab Geer and Dan Fales, kept my dream alive, and I moved West editing a small magazine called *Pacific Skipper*, owned by Petersen Publishing. My mission was simple: take a small-circulation SoCal/Mexico/South Pacific sailing magazine and reposition it to be a West Coast regional, which we did. Ulti-



mately, Petersen purchased *Sea* from CBS, and since we already owned *Lakeland Boating* in the Midwest, I found myself involved with a national audience. I came to know better many colleagues in marine publications, which proved to be a godsend when the next small publication closed in the next national economic downturn.

Over the next 15 years, I survived on freelance writing, public relations and marketing, substitute teaching, part-time editorial positions and some boat deliveries. I expanded professional contacts, with assignments for marine and non-marine titles.

I snagged my first telecommuting job with Andre Conrad, then Editorial Director at *Southern Boating*, as the editor of *Marine Business Journal*. That led to *Lakeland*, when Bing O'Meara decided he'd try working with an editor who wasn't in the adjoining office. And in 1998, when Dan

Fales retired at *Motor Boating & Sailing*, he convinced Peter Janssen, the Publisher/EIC, that I could be Senior Editor, living and working from Annapolis, Maryland.

I have been fortunate to know a host of others too numerous to name in this space. Today I'm looking out at a wide expanse of the Chesapeake Bay, and owe all a debt of thanks. I also owe my wife, Peggy, who when I would talk of putting aside freelancing, which barely paid the bills, always responded, "Oh, why! You love what you do!"

On the following page, you'll find a piece from Tom Richardson, who I met fishing off Punta Gorda, when he worked for *Salt Water Sportsman*. Tom went on to *Offshore* for several years then launched *BoatingLocal* with Dave Dauer. Their efforts at establishing a readable, visually interesting online webazine have paid off handsomely.

Which all leads me to solicit stories from you, our members, about how you have survived, and thrived, in this field. Please consider sending us a couple of paragraphs, which we'll gather in coming issues.

You can reach me at jwooldridge@aimmedia.com.

John Wooldridge
BWI President

Media Journey: Print to Web to Both

The recent announcement by Lighthouse Publications of the acquisition of BoatingLocal.com reveals an inspiring saga in boating electronic and print publishing. *The Journal* asked longtime member Tom Richardson to share details of the new arrangement, where he sees it headed and how other writers might be encouraged by it. He continues as director and host of BoatingLocal, creating original written content and videos, and will serve as editor of *New England Boating* magazine. BL's cofounder, Dave Dauer, remains director of marketing and website development. Here's the story:

"Dave and I started BoatingLocal.com after the demise

of *Offshore* magazine (where we both worked) at the end of 2009. We thought there might be a niche for a regional, daily online magazine focused on local boating destinations, fishing, news, and videos that embraced all types of boaters and took advantage

of the immediacy offered by the web and social media interaction. We found a great developer to build the site on a shoestring budget and spent six months prior to launch filling it with content, assisted by our network of talented writers and photographers. We established a very active Facebook and Twitter presence, and started a monthly e-newsletter. I gathered,



BL founders Dave Dauer (l.) and Tom Richardson.

wrote, edited and learned video production (thank God for iMovie) while Dave took care of loading content onto the site.

"Then it was time for this editor and writer to play publisher and salesman, as our revenue model was advertising-based. No easy matter convincing economically strapped marine businesses to spend on banner ads (many still don't understand SEO, pageviews, unique visitors, etc.), but we included lots of value-added features with the packages and attracted some intrepid clients.

"At the same time we partnered with other websites and swapped banners to grow visibility. We held product giveaways and were a presence at boat shows. Videos became a big part of our site, and many have received thousands of views on YouTube. Traffic grew largely organically, and last summer we hit a high of 37,000 visitors (32K unique) over a 30-day period (this number fluctuates with the season).

"In summer 2012, I was approached by Lighthouse

Publications of Cape Cod to help launch a high-end, destination-based annual boating magazine. At the same time, BoatingLocal.com was tapped to serve as the print magazine's 'website of affiliation,' allowing the sales team to create ad/marketing packages involving a digital component.

"As an editorial and marketing boon, the use of QR codes in the print magazine allowed us to direct readers to related videos and other content that existed on BoatingLocal and tied in with the New England focus. It ended up working out well for both companies, in numerous ways, which prompted Lighthouse to propose the acquisition in early 2013.

"Frankly, it wasn't easy giving up control of 'our baby,' and the decision led to many sleepless nights, but we realized it was the best thing for expediting the growth of the company. Plus we would be involved with the direction of the site, the print magazine, and related projects.

"In the end, the BoatingLocal experience taught us a lot about starting and running a business — and the challenges involved. We managed to 'stay viable and visible' in the marine industry during a time when there were few options for content providers. The lesson, I guess, is something that veteran boating writers to portfolio managers have been preaching for years: diversification of assets is the key to survival in lean times."



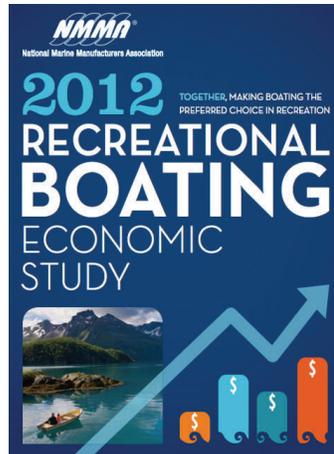
Boating's Economic Impact Updated

NMMA released updated economic data about the U.S. boating retail market and industry at the recent American Boating Congress held in Washington. The 281-page report has been formatted as an easy-to-use "infographic" that reflects the data in a highly visual way. The highly visual report contains information about boating's positive impact in each U.S. congressional district.

The 2013 version updates the "2008 Economic Value of Recreational Boating at the State and Congressional District Level." Each state and district datasheet includes the total annual economic

value of recreational boating, the number of recreational boating businesses, total jobs and annual recreational boating-related spending.

Some highlights of the re-



port: The recreational marine industry has a total economic impact of \$121.5 billion in the U.S., with 35,000 boating-related businesses that provide more than 338,000 jobs. Americans spend more than \$51 billion each year on products and services related to more than 12 million registered recreational boats.

The full report, whose details are valuable for inclusion in all correspondence with state and federal officials and agencies, can be downloaded here www.nmma.net/assets/cabinets/Cabinet432/NMMA_ecoimpact_booklet_optimized.pdf. Contact Lauren Dunn at ldunn@nmma.org.

On-Water Safety Improves in 2012

The U.S. Coast Guard released its 2012 Recreational Boating Statistics in mid-May, revealing that boating fatalities that year totaled 651, the lowest number of boating fatalities on record. From 2011 to 2012, deaths in boating-related accidents decreased 14.1 percent from 758 to 651; injuries decreased from 3,081 to 3,000, a 2.6 percent reduction; and the total reported recreational boating accidents decreased from 4,588 to 4,515, a 1.6 percent decrease.

The fatality rate for 2012 of 5.4 deaths per 100,000 registered recreational vessels reflected a 12.9 percent decrease from the previous year's rate of 6.2 deaths per 100,000 registered recreational vessels. Property dam-

age totaled approximately \$38 million.

"We will continue to stress the importance of life jacket wear, boating education courses and sober boating," said Capt. Paul Thomas, director of Inspections and Compliance at USCG headquarters. Alcohol use was the leading contributing factor in 17 percent of fatal boating accidents. Operator inattention, operator inexperience, improper lookout, machinery failure and excessive speed ranked as the top five primary contributing factors in accidents.

Almost 71 percent of all fatal boating accident victims drowned, with 84 percent of those victims not reported as wearing a life jacket. Approximately 14 percent of

deaths occurred on vessels where the operator had received boating safety instruction. The most common types of vessels involved in accidents were open motorboats, personal watercraft and cabin motorboats.

The Coast Guard reminds all boaters to boat responsibly while on the water: wear a life jacket, take a boating safety course, get a free vessel safety check and avoid alcohol consumption. To view the 2012 statistics, go to www.uscgboating.org/statistics/accident_statistics.aspx.



Active & Associate Member News



ABYC Technical Board Chair David Marlow (from l.), Bob Adriance and ABYC President John Adey.

Adriance Gains ABYC Life Service Award

Bob Adriance, the recently retired editor of the damage avoidance publication *Seaworthy*, was honored with an American Boat & Yacht Council Lifetime Achievement Award. It recognized, "Lifelong service to the marine industry and his profound contributions to boating safety, design and the advancement of recreational boating." Adriance developed the first national hurricane symposium for marina operators, and published groundbreaking studies on why boats sink and catch fire. He was among the first to publicize the negative effects of ethanol in gas on boats and a story on electric shock drowning in 2009.

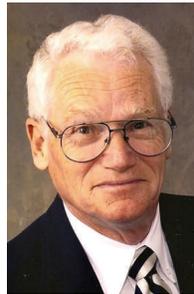
Midwest Publishers Fete Bree with Honor

Marlin Bree, author and boating book publisher, was honored in early May by the Midwest Publishers Association. He and his late wife, Loris, were presented with the annual Pat Bell Award, which "recognizes those who have worked tirelessly to further the success of independent publishing," and is MIPA's high-

est honor. Bree's Marlor Press has published books including *The Boat Log & Record* (4th edition), *Wake of the Green Storm*, *In the Teeth of the Northeaster*, *Call of the North Wind*, *Broken Seas* and *Heavy Weather Boating Emergencies*. Find additional background at www.marlinbree.com.

Black Prevails in Latest Health Bout

The ever-resilient Bob Black, marine marketer, promoter, scribe and former executive director of BWI, advises he had another run-in with lung cancer earlier this year after a seven year hiatus. The most recent reading indicates the tumor has gone away. "Another bullet dodged. Things haven't been this good since I got out of Korea and onto Stars & Stripes in Tokyo. We'll go back in three months for another checkup, but by then I'll be 84 and much too old to get cancer again." Contact him at rgblack@verizon.net.



Neales Chart Hazards On Eastern Seaboard

A complimentary "East Coast Alert" email service has been established by liveboards and authors Tom and Mel Neale available at www.BoatUS.com/eastcoastalert. East Coast sailors for over 28

years, the Neales have an extensive network of reliable resources, including fellow boat owners, marina and waterfront businesses, bridge tenders, etc. Recent warnings include shifted buoys and shoals, dredging activities, changes to drawbridge operating hours, and others tied to GPS coordinates. Divided by region, the alerts are emailed bi-weekly or immediately if of critical concern.

Marine Golfers Group Launched on LinkedIn

A Marine Industry Golfers (MIGs) group has been launched on LinkedIn to provide opportunities for industry enthusiasts to network in a more casual environment hosted by David Pilvelait and Jim Georgiadis, avid golfers and partners in Home Port Marine Marketing. "Many of us in don't see each other outside of organized industry events like trade or consumer shows, or conferences." MIGs members can post where and when available to play, promote participation in tournaments or



start discussions about golf. Join the group at www.linkedin.com/groups/Marine-Industry-Golfers-4980736.

Supporting Member News

Safety Courses Spike In Boating Season

While efforts to increase boater awareness of state safety guidelines grow at the onset of boating season and May's National Safe Boating Week, boating accident trends underscore the need for easier access to safety courses and other educational materials. "Education and awareness are key factors in preventing accidents. The purpose of any boating safety course or training material is to prepare boaters for a variety of scenarios in and out of the water," said Kurt Kalkomey, president of Kalkomey Enterprises, Inc. His firm encourages boaters to take a course, regardless of state requirements, before taking to the water. Its Boat Ed® branch offers official, state-specific e-books that cover boating laws and safety information, available at www.bookstore.kalkomey.com/collections/boating. Contact Tammy Sapp, tsapp@kalkomey.com.



Sea Tow 30th Year Starts with Gifting

In honor of its 30th Anniversary, and to help kick off the boating season, Sea Tow Services International has launched "30 Days of 30 Gifts Giveaway" beginning May 1. To participate, "Like" Sea Tow on Facebook for a chance to

gain gifts ranging from a full-year membership to boating safety equipment and more. "We're pleased to offer this exciting promotion as part of our year-long celebration of the founding of Sea Tow and the non-emergency, on-water marine assistance industry," said Kristen Frohnoefer. "This also is a great way for boaters – whether or not they're Sea Tow members – to get the jump on another summer of family boating fun." Contact Cindy McCaffery, cindymccaffery@seatow.com.

NJ Sponsor of Year Awarded to Interlux

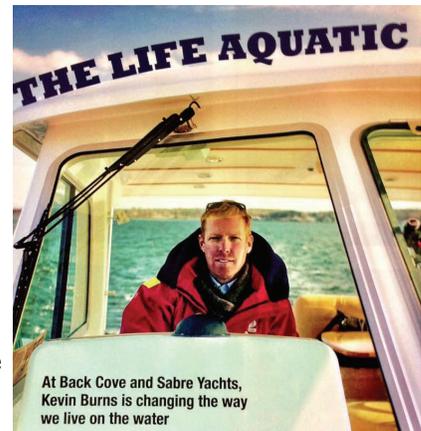
Interlux® received a Sponsor of the Year Award at the recent annual dinner of the Marine Trades Association of New Jersey (MTANJ). The award was established to show appreciation and recognize leading supporters of the Association. "Having manufactured our paints in Union, New Jersey for more than 100 years, the people at Interlux are extremely proud to be named as a sponsor of the year", said Jim Seidel, Interlux North America Marketing Manager. "The marine trades will also be an integral part of rebuilding after superstorm Sandy, helping to keep the Jersey Shore not only a great place to go boating but also a great place to live."

Sabre Designer Profiled in *Maine Home*
Sabre Yacht's vice president of Design and Product Development, Kevin Burns, is featured in the *May Maine Home* and

Design Magazine. Titled, "The Life Aquatic," Burns says in the piece his design insight has a lot to do with the fact that the shop where his boats are built is just a few seconds' walk from the desk where he dreams them into life. "Good design," he says, "requires diligence on every level. It's about minimization and efficiency. If I draw something up, I can bring it downstairs, and my guys can tell me if it's going to work. If not, back to the table." Read the article at www.sabreyachts.com/news/in-the-news.

Content Provider Acquired by KVH

KVH Industries, Inc. has acquired Headland Media Limited, a media and entertainment services company, provider of commercially licensed news, sports, movies, and music content for maritime, hotel, and retail markets. Headland's broad content range, which KVH intends to deliver over the mini-VSAT Broadband network, will also enable KVH to bring Internet Protocol television (IPTV) technology to the maritime market. The initiative is expected to bring customers multimedia content available onshore they have been unable to receive because of high costs or protocol blocking. Contact Peter Rendall, prendall@kvh.com.



Sabre's Kevin Burns in *Maine Home Magazine*.

Calendar & Events

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Fishing & Boating

Week Is June 1 to 9

National Fishing and Boating Week, a national celebration of fishing and boating, takes place June 1-9. It highlights the importance of recreational boating and fishing in enhancing peoples' quality of life and preserving the country's natural beauty. Resources and links to find fishing and boating spots, learn to fish or improve skills, sharing big catch photos or talking with other anglers can be found at www.takemefishing.org/nfbw.

Welcome to Water Day Set for June 8

Welcome to the Water on National Marina Day, is Saturday, June 8, 2013. More than just marinas, retail dealers will be hosting open houses and demo days. Hands on classes

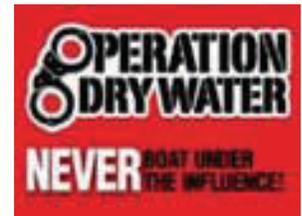


are being encouraged; the Power Squadron will be offering safety demonstrations and free boat safety checks. It's the first time all facets of the industry have joined together on a single day with a goal of participation at 500 marinas. The link to the full news release and website dedicated to this event is www.nationalmarinaday.org.

Dry Water Effort Focuses on 'BUI'

With boating under the influence continuing to be a major factor in accidents and deaths on the nation's waterways, thousands of officers with local, state and federal agen-

cies will again team up for Operation Dry Water (ODW) in a coordinated effort to provide enforcement and awareness about the dangers of boating while using drugs or alcohol. ODW takes place June 28-30, just before the Fourth of July, a holiday known for drinking and boating, and deadly accidents. The nationwide education and enforcement initiative is a project of the National Association of State Boating Law Administrators partnering with the U.S. Coast Guard. For information: www.operationdrywater.org.



Welcome New Members



Active Members

- Craig Barnett, Editor-in-Chief, Dubai, UAE
- Jerry Stansfield, Freelance Writer, Everett, WA

Associate Member

- Tom Kasperski, Marketer/Web Content Provider, Fenton, MO

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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.

