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## Keeping Shows “In the Family”

Recent news that the Annapolis Boat Shows had been sold to local businesses was met with enthusiasm in the community where I live, work and sail, and I expect also welcomed across the industry. Back in 1970 when Jerry Wood pioneered the routine to display sailboats in the water, and two years later followed with power boats, few imagined the lasting impact such events would have. Many show producers adopted, or added, the in-water feature to their events, and the boating public embraced them.

Over time, these and other shows proliferated becoming local fixtures in boating communities large and small. Many of the new and expanding exhibitions became economic dynamos driving not only the marine business, but every business around and en route to them. Many producers shared their good fortune with boating businesses, other local firms and governments.

Operators of the Annapolis shows report they contribute \$50 million dollars annually to the local economy and help to ensure the success of many not-for-profits in the community. In the past year, they say this support has benefitted



dozens of local charities, elementary schools and churches, and included use of the barge for the city’s fireworks. The new ownership has said it is committed to continuing and expanding that reach in the community.

The model isn’t unique to Annapolis. Boat shows benefit most notably big venues like Fort Lauderdale and Miami Beach where producers like to say they bring the equivalent of a Super Bowl to town every year. Funds flow to marine industry associations, consumer and volunteer boating groups, charities, etc., and into the pockets of boat businesses. Shows in smaller metros may not equate to global sports events, but their impact is relative. Fair all around I think most would agree.

Traditional meeting places for many in the industry, the Annapolis Powerboat (October 3 – 6) & Sailboat (October 10 – 14) Shows have pro-

vided a fall focus for media and the overall power and sail communities. Shows everywhere are fertile ground for freelancers and masthead scribes alike.

Two events in Annapolis should be of particular interest to writers:

- Sail America's annual industry breakfast is open to all sailing industry pro-

professionals at no charge. It starts at 7:45 am on Friday, October 11 at the Marriott Waterfront in Annapolis. Included will be an association update and outlook, an America's Cup presentation, and Best in Show awards. Attendees must provide a business card to enter the breakfast. To learn more, visit [www.SailAmerica.com/sa-industry-meeting.asp](http://www.SailAmerica.com/sa-industry-meeting.asp).

- The BoatUS Foundation and Offshore Sailing School are hosting a reception to unveil their new “Online Learn To Sail Course,” and jump start the School’s 50th Anniversary coming in 2014. Date is Friday October 11 from 6:30 p.m. - 7:30 p.m. Writers should RSVP to [boatingsafety@boatus.com](mailto:boatingsafety@boatus.com) by October 8.

I’ll look forward to seeing you there. Reach me at [jwooldridge@aimmedia.com](mailto:jwooldridge@aimmedia.com).

*John Wooldridge*  
BWI President

## Look at Reality TV, Video at FLIBS

The prospect of using reality television such as Bravo's new hit series, *Below Deck*, as a creative outlet, platform to grow boating, and advertising and marketing vehicle for marine businesses will be



The *Below Deck* crew.

explored on Oct. 31 from noon to 2 p.m. opening day of the Fort Lauderdale International Boat Show (FLIBS).

A takeoff on the British television series *Downton Abbey* and *Upstairs, Downstairs*, *Below Deck* chronicles the adventures of the crew of the 164-ft. M/Y Honor and their charter guests. The audience for this eight-episode reality series climbed from 1.1 million viewers when it was first launched to

1.8 million viewers during its last episode. Based on the success of the first season, the show has been renewed.

Co-produced by Marine Marketers of America (MMA) and BWI, the luncheon event will feature a presentation by author and digital-media marketing expert, Julie Perry. Her yachting-career guidebook, "The Insiders' Guide to Becoming a Yacht Stewardess," was a must-read resource for members of the *Below Deck* crew during filming. *Below Deck* star and chief stewardess, Adrienne Gang, is slated to be on hand.

Perry, who is the groundbreaking anchor for the online video series and podcast, *The Boaters TV*, will focus on cost-effectiveness of cable television serving targeted markets with relatively low-budget reality shows tied to integrated websites with full-episode repeats of original programming. Now a digital-media marketing consultant after spending over three years as VP of digital

agency, BLAST-media, Perry will also cover other digital-media marketing opportunities from placing social media ads on platforms like Facebook to running pre-roll video ad spots on video sites such as YouTube.



Julie Perry

This gathering of the marine industry's top communications professionals will be held in the Grandview Room of the Bahia Mar Resort and is co-sponsored by Info-Link and FLIBS.

Advance registrations will be available Oct. 1 at [www.marinemarketersofamerica.org](http://www.marinemarketersofamerica.org). Current BWI and MMA members are eligible for a reduced rate of \$30 when paying in advance using PayPal. The cost is \$35 for those paying at the door and non-members. BWI and MMA members who wish to attend but skip lunch may do so at a cost of \$5.

## Lauderdale Fri. Breakfast Repeats



At last year's breakfast, Peter Swanson (from l.), ZF host Martin Meissner, Zuzana Prochazka, John Woolbridge and Pete McDonald

Get a good start to the busy second day of the Lauderdale Show with breakfast courtesy of ZF Marine from 8:30 – 9:30 a.m. Compare notes with other BWI members, share the buzz of the first day, and have the chance for some one on one discussion about the industry from a supplier's perspective with the ZF Marine executive team. Enjoy a European

breakfast with all the trimmings in advance of appointments when the show opens at 10 a.m. ZF Marine's booth is #1042, right beside the Engine Tent and just inside the South Gate entrance to the show at Bahia Mar.

ZF Marine is a world leader in marine propulsion systems technology. The firm is a BWI Annual Writing Contest Sponsor.

# New Attractions Set for Lauderdale

2013 marks the 54th year for the Fort Lauderdale International Boat Show® (FLIBS), calling itself the largest in-water boat show in the world, from October 31-November 4. This year, the show continues with its strategic plan of new enhancements, solidifying its position as the lifestyle event where interested people gather to connect, learn, see, and buy what is new.

The newest attraction is the megayacht venue, SeaFair, a 228-foot custom yacht housing an art exhibit, fine jewelry, a restaurant and bar, the Active Interest Media Pavilion, and VIP lounges. Located dockside at the Bahia Mar Fort Lauderdale Beach Hotel and Marina, SeaFair is specially designed to provide a club-like environment where guests can meet to relax or conduct business.

At the Greater Fort Lauderdale/Broward County Convention Center show location, the new Sailfish Pavilion will engage guests with displays inside and out, including an offshore racing boat, a fishing pond, a new bar and food trucks.

Other exhibits include a personal submarine, a flying car, and an exotic auto dis-

play. The everything marine experience includes world-famous floating cocktail lounges, live musical entertainment, and an exciting schedule of fishing and boating seminars and workshops.

Making for easier navigation and an enhanced show experience, themed areas include the Performance Village, the Sportfish Village, CruiserPort, the Superyacht Builders Association (SYBAss) Pavilion, the Yacht Builders Tent, and a KidZone, located at the Convention Center.

The show's six locations are connected by a land and water transportation network. Boat show and media headquarters are at the Bahia Mar Fort Lauderdale Beach Hotel & Yachting Center, with additional exhibits at the Hall of Fame Marina, Las Olas Municipal Marina, Hilton Fort Lauderdale Marina, Sails Marina, and the Convention Center.

FLIBS is owned and sponsored by the Marine Industries Association of South



Florida, managed and produced by Show Management, and sponsored by the AIM Marine Group, among others.

Media contacts are Daniel Grant, [dgrant@piersongrant.com](mailto:dgrant@piersongrant.com) and Marielle Sologuren, [msologuren@piersongrant.com](mailto:msologuren@piersongrant.com); 954/776-1999; <http://pressroom.showmanagement.com> is the site where writers can sign on for credentials to the show.

## Jobs Listings Moved To LinkedIn Pages

Due to technical challenges on the BWI website and that the BWI LinkedIn pages are regularly visited by members, Job Postings are now being carried on the LI site. Click on "Jobs" at [www.bwi.org](http://www.bwi.org) or sign in directly on LinkedIn. Only members of BWI have access to the LinkedIn pages, so those who have not signed on can do so by sending a request from there or to [info@bwi.org](mailto:info@bwi.org). Please post your listings below the BWI frame or they will be directed to the overall LI pages.

To start the process, here's a recent post ...

### Looking for Mid-America Cruising Stories

HeartLand Boating magazine is seeking submissions to fill out its 2014 editorial calendar. Specifically, it is looking for stories by and about people who have cruised in the mid-America region. Destination pieces, travelogues, cruise guides / itineraries, etc. Send queries to [brad@heartlandboating.com](mailto:brad@heartlandboating.com).



SeaFair will dock in Lauderdale with a range of attractions from meeting space to eateries to art exhibits.

# Present 2013 IBEX Innovation Awards



Created to recognize significant contributions to marine product technology, IBEX Innovation Awards were presented at the boating industry technical trade show in mid-September. "We are extremely pleased with the caliber of all entries this year," said Alan Wendt, BWI First Vice President and chairman of the IBEX judging panel. "Marine technology is developing and expanding at a rapid rate, and the range of products entered reflect an exciting, changing landscape."

Other BWI members serving on the judging team included: Zuzana Prochazka, Pete Robson, Beth Leonard, Frank Lanier, Nigel Calder, and Ben Ellison. The 2013 Awardees are:



## Boat Care & Maintenance:

Pettit Paint Hydrocoat Eco. "Two good bottom paint technologies made to work together," said Leonard.

## Boatbuilding Methods & Materials:

Safety Components Fabric Technologies Breakwater X. "A marine exterior fabric with a ten year warranty, made from an advanced polymer alloy, and built to withstand the harshest environment is unheard of," according to Calder.

## Volvo's Glass Cockpit



## OEM Electronics:

Co-Awards to Volvo Penta Glass Cockpit System, Raymarine Evolution Autopilot. Ellison said, "The Glass Cockpit System sets a new industry standard for the integration of

engine and navigation data." "Simplified installation and no calibration make Raymarine's Autopilot a game changer," added Prochazka.

Honorable Mention: Fusion Electronics Marine Stereo

## Mechanical Systems:

Dometic Marine SeaLand Orbit 7100 Series Toilet. "A



smart solution to fitting marine toilets into today's multiangled small space heads," explained Robson.

## Boatyard and Dealer Hardware and Software:

Navico System Builder. Ellison commented, "Simplifies the sales and order process and also begins the proper documentation and diagram of the electronics on a boat."

## Deck Equipment & Hardware:

Syntec Industries Smart Wheel. "An invitation to boat builders everywhere to trick out their steering wheels with wireless or Bluetooth communication," explained Lanier. Honorable Mention: Marine Accessories Corp. Xtreme Bimini

## Furnishing & Interior Parts:

Spradling International Marine Fastmount Very Low Profile Clip. "Vastly improves

panel mounting with no special tools," said Robson. Honorable Mention: Kenyon International Silken 2

## Environmental Award:

Clean Marine Systems Environmental Valve Vent. "Perfect example of using the power of IBEX to solicit input from design engineers from the major OEMs," commented Wendt.

## Outboard Engine:

Yamaha Marine Group 2.8L inline Four Marine Power Platform

"Versatile four stroke power platform featuring a narrow footprint and ability to retro fit has a broad appeal for the end user and the marine industry," said Leonard.



## Propulsion Parts, Props:

Seastar Solutions Lower Unit Fill/Drain Kit. Lanier stated, "Will encourage owners to take better care of their lower units by being environmentally responsible."

## Safety Equipment:

American Boat & Yacht Council Safety Equipment App. "Personalized to your size boat and a necessary good start for the large percentage of boaters who don't receive instruction," said Leonard.



# Supporting Member News

## Shakespeare Adds Cellular Boosters

Shakespeare has expanded its product range to include Sure-CallT cellular signal boosters by Cellphone-Mate and will have exclusive rights to the marine market, branded as Shakespeare® Anywhere Cellphone Boosters. The new boosters are said to deliver more than 20 times the power of a cell phone alone while extending the device's battery life. Designed to provide a strong signal inside large vessels, the boosters can handle multiple computer devices simultaneously. Visit [www.shakespeare-marine.com](http://www.shakespeare-marine.com).

## Dealer Certification Gets Media Push

Discover Boating will support Marine Five Star Certified Dealer Certification (MFSDC) as part of a tie in with Discover-Boating.com featuring MFSDC on its home page, as well as in its popular boat detail pages and boat selector tool. In addition, MFSDC will be featured within the Discover Boating e-newsletter that reaches boating consumers nationwide. Public relations and communications outreach is being facilitated by Kenton Smith Marketing and is targeting consumer boating media across the U.S. Included is development of a digital press kit with materials. For more information on Dealer Certification, visit [GrowBoating.org](http://GrowBoating.org) or contact Wanda Kenton Smith,

[wanda@kenton-smith-marketing.com](mailto:wanda@kenton-smith-marketing.com).

## RBFF Marks 15 Years With Gain in Anglers

The Recreational Boating & Fishing Foundation is celebrating 15 years marking the anniversary with gains in participation in recreational boating and fishing. The number of Americans

who go fishing is up, with more than 47 million people participating in 2012. Adding to the 42.5 million who are current or occasional anglers, more than 4.5 million first-timers tried fishing in 2012, a significant increase from 2011 and the highest number of new participants ever recorded. A Special Report on Fishing and Boating released by the RBFF and The Outdoor Foundation also shows significant increases in fishing participation among women and children. Find details of this and other research at [www.takemefishing.org/general/about-rbff/research-and-evaluations](http://www.takemefishing.org/general/about-rbff/research-and-evaluations).



## My-Villages Adds Innovation Partners

My-Villages, the marine industry's online collaborative, announced that four service facilities in Florida and Massachusetts have joined the expanding list of the firm's Boat Village Innovation Partners. In

addition, Regal Marine will use the technology to offer its owners to share maintenance information and coordinate service. Service can be scheduled, reminders can be automated and questions can be answered - including the use of photos and video - in one place. The boat's equipment inventory, service history, manuals, usage trends, trip logs and other information is available, giving owners a tool to manage their boat. Contact Tammy Lewis, [tammy.lewis@my-villages.com](mailto:tammy.lewis@my-villages.com).

## Furuno Passing On Football Rebates

As football season gets underway, so does the fall boat show season. To usher in the season, Furuno has announced its latest savings event, called the "Furuno Fall Football Rebate." Boat owners looking for deals are being encouraged to save money on the company's equipment they've had an eye on. A total of 16 products and rebate amounts ranging from \$50 to \$250 can result in savings of up to \$800. Rebates are offered on radars, fish finders, a data organizer, and autopilots lineup.

There's a \$100 "Extra Point" bonus incentive, on the purchase of three eligible products. For a list of products and rebates, visit [www.FurunoUSA.com](http://www.FurunoUSA.com). Contact Jeff Kauzlaric, [JeffK@Furuno.com](mailto:JeffK@Furuno.com).



# Calendar & Events

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## West Marine Continues Green Product Focus

West Marine has opened its fifth annual "Green Product of the Year Award" for submissions. Entries will be accepted from the U.S., Puerto Rico and Canada (with the exception of Quebec). "We want to encourage and support sustainable innovation in the marine industry," said Matt Hyde, CEO.

The winner will be presented an award of \$10,000 at the

Miami International Boat Show. Competition is free and open to individuals, manufacturers, distributors and inventors of boating products. Winner will be selected based on the product's effectiveness, cost-



competitiveness to similar products, environmental impact, degree of innovation, and timing to market. The technological claims must also be verifiable by independent test results. Entries will be accepted through November 22. Details at [Green Product of Year](http://www.greenproductofyear.com).

## Naval Architects To Air Industry Issues

Industry experts will discuss a range of industry issues at the Special Panel Sessions and the Young Professionals & 50 Year Member Panel during the Society of Naval Architects and Engineers (SNAME) 2013 Annual Meeting and Expo, November 6-8 at the Hyatt Regency Bellevue in Bellevue, Washington. Sessions include energy efficiency, China's maritime industry, fluid dynamics and other technical offerings. To

register, view the conference schedule, get expo information and learn about sponsorship opportunities, visit [www.sname.org/2013AnnualMeeting](http://www.sname.org/2013AnnualMeeting).

## Freedman Award Nominations Due

Nominations are being accepted for the 2013 Alan J. Freedman Award. Recipients are individuals who, in the course of their careers, have made outstanding contributions to the marine accessories industry through leadership, creativity, and personal motivation. Nominees may be an accessory manufacturer, representative, member of the media, dealer, distributor, or an association staff person. Due date for nominations is November 1. Contact Bryan Welsh, [bwelsh@nmma.org](mailto:bwelsh@nmma.org).

# Welcome New Members



## Active Members

- Jonathan Lee, Editor/Website Content Provider, Oakville, Ontario

- Jim Ramsey, Editor & Publisher, Daniel Island, SC

## Supporting Member

- Lisa Almeida, Director Franchise/Marina Development, Freedom Boat Club, Venice, FL

The *BWI Journal* is produced by and for members of Boating Writers International, 108 Ninth Street, Wilmette, IL 60091. (847) 736-4142. [www.bwi.org](http://www.bwi.org).

Send items to be considered for publication to Greg Proteau, [info@bwi.org](mailto: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.