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Trying New to Support You!

I would like to believe that most reporters being of the curious persuasion, enjoy trying something new. We like testing new boats, right? A fortunate few get to sample exotic foods while cruising to foreign ports. At the local World of Beer, we sample different brews.

Psychologists offer studies about people who are afraid to try something new. The consensus suggests we fear an unknown outcome more than a known bad one. "Alarm bells" sound when we venture into unfamiliar territory, sort of like the depth alarm flashes at me when I stray out of the channel (not that I have firsthand knowledge about that subject).

At IBEX, we decided it was time to try something new.

For several years the BWI board in an effort to provide more value to our members and at the same time strengthen our public persona, has kicked around the idea of speed dating. Well at least our version of speed dating, where boat builders and accessory dealers would get a chance to pitch their product or story line quickly from one table of writers to the next.

With reduced writing staffs and curtailed budgets, few of



"Pitching the Press" at IBEX

us have the luxury of hanging around boat shows and industry gatherings like IBEX sniffing around for good leads. With the help of Anne Dunbar, IBEX's show director, we set out to comb the show aisles for two days during set up to discover 20 new products. BWI Past President Zuzana Prochazka and her team of Innovation Award Judges kept an eye out from the entry side, while I hit the floor for those hidden gems that are part of the boating narrative and trending with boat builders but have yet to hit the PR side of life.

To our delight, the inaugural Pitch the Press event resulted in a packed meeting room with an equal number of reporters, industry buyers who normally are anonymous, and those who were given two minutes each to pitch their story. Reviews in the

industry trade were generously positive and IBEX wants us back next year.

Now we need your support. It's not too early to start lobbying editors for an assignment to Louisville, KY next September. While it took some serious work helping identify potential stories and angles, I believe we have the making of a date

night without the fear of trying something new. BWI's board is committed to finding fresh approaches to generating interest in becoming a member or just plain renewing your membership in BWI.

You're going to see some new thinking at our Miami Boat Show annual meeting as we explore the world of drones, photography and new ways for you to generate assignments and stay relevant in our ever changing profession.

The BWI board meets at the Ft. Lauderdale Boat Show to finalize the new photography category for this year's awards and ways to improve on the Pitch the Press concept. Drop any of us an email – you're ideas are important.

You can reach me at Alan@wendtproductions.com.

Alan Wendt
BWI President

Two Member Events Planned at FLIBS

Join colleagues for some networking, learning, and nourishment during lunch and breakfast events at the Ft. Lauderdale Boat Show.

Luncheon, Thursday October 30

BWI and Marine Marketers of America are co-producing a Thursday luncheon event on October 30 featuring Ed Cantu, Director of Consumer Insights & Planning for a major Hispanic marketing agency. His topic, "Strategies to Tap the Emerging Hispanic Market," will include the results of a nationwide retail marine mystery shopping experience and consumer reaction to various marketing efforts.



During lunch, get the latest on "Vamos A Pescar" and at breakfast get the best of the Wurst at ZF's table (above right).

Sponsors are Show Management and ACR Electronics. Of particular interest to journalists, ACR will present a short program and video about a couple who were rescued offshore on two separate occasions by the U.S. Coast Guard.

This well-attended annual gathering of communications professionals at the Bahia Mar Resort begins at 11:30 a.m. Advance register at www.MarineMarketersofAmerica.org. Current BWI and MMA members can sign up for \$33; or \$38 for those paying at door/non-members.

Breakfast Social, Friday October 31

Now in its third year, ZF Marine is a proud sponsor and host of the BWI media break-

fast on Friday morning at FLIBS. Everyone who's attended in the past says it's the best kept secret of the show. Arrive early while getting to the show is easy, enjoy a European style breakfast and some quality time with fellow scribes.



BWI members are welcome to stop by Friday October 31 from 8:30 to 9:30 a.m. at the ZF Marine booth – 1042, right beside the Engine Tent and just inside the South Gate entrance to the show at Bahia Mar. RSVP to martin.meissner@zf.com.

Writing Contest Adds Photography

Boating Photography is being added as a stand-alone category to the BWI Writing Contest this year, Online Excellence is being simplified and Electronics joins the "Gear" category. The Contest, which takes place in the last two months of the year and has a December 31 deadline for entries, will continue to have a total of 17 categories funded by BWI Supporting members. Last year's contest attracted 131 participants submitting 337 entries. In addition to 51 cash awards, Certificates of Merit were presented to writers of another 31 articles!

Survey results from earlier this year indicate 37 percent of

members are actively engaged in photography, second only to magazine writing, and 36 percent indicated that they would enter a photography category. The category definition, "will recognize excellence in still photography that enhances the written word, captures the beauty of recreational boats, and portrays the exhilaration and challenges that make boating such a unique recreational lifestyle."

In response to the growing use of video in members' work, the updated "Online Excellence" category will now actively solicit entries of videos, along with blogs, slide-shows, podcasts, and social

media streams. This category has also been simplified, dropping the requirement for multiple examples of work and an essay.

The "Electronics" category has been merged into another to create "Gear, Electronics & Product Tests" because the previous split was resulting in low entries. The definition now reads: "will recognize excellence in reviews, tests and broad-themed stories of all marine products, including electronics and engines (but not full boat tests)."

Look for delivery of the contest brochure by email notice in early November.



Marine Innovations Shine at IBEX

Nineteen products were recognized for technical advancement in late September with announcement of selections in the 2014 IBEX Innovation Awards. NMMA created the Awards program to recognize significant contributions to marine technology. The winning products were selected from 90 entries by a panel of experienced technical boating journalists from BWI.

Judges who served on the 2014 IBEX Innovation Awards judging panel were:

- Zuzana Prochazka, Awards Chair, writer and photographer for boating magazines and websites.
- Bill Bishop, writer for numerous publications including his "The Marine Installers Rant" blog.
- Ben Ellison, editor of marine electronics portal Panbo.com, and freelance writer.
- Brady Kay, editor for *Pontoon & Deckboat* and *Houseboat* magazines.
- Beth Leonard, Director of Technical Services for BoatU.S. and editor of *Seaworthy* magazine.
- Mark Masciatorre, of DSG Associates, a consultant for construction of custom yachts and commercial vehicles.
- Judy Waldman, President of JW Yachts and lifelong cruiser who writes for Yacht-Forums.com.

For additional information, go to www.nmma.org/news.aspx?id=19364. Contact Kelly Kaylor Rooney, kkaylor@nmma.org.



Mercury Marine's Martin Bass (l.) and Facundo Onni (r.) accept the Innovation Award from IBEX Awards Judge Chair Zuzana Prochazka.

The 2014 IBEX Innovation Award winners are:

Boatbuilding Methods & Materials:

Protomet Corporation, G4 Tower
Honorable Mention: Bogantec Marine, Eco-Teak System

Deck Equipment & Hardware:

TACO Metals Inc., Stainless Steel Ratchet Hinge
Honorable Mention: JL Marine Systems, Power Pole Micro

Furnishings/Interior Parts

Kenyon International, Silken Grill Lid

Mechanical Systems (Dual Winners)

Dometic Corporation, Variable Capacity Chiller
Webasto Thermo & Comfort North America, Inc., BlueCool Variable Speed Chiller

Electrical Systems:

Marinco/Mastervolt, Pro-Installer Series Clustering System

Inboard Engines:

Mercury Marine, MerCruiser 4.5L 250 hp. Sterndrive

Outboard Engines:

Suzuki Motor of America, DF25A – Outboard Motor 25 hp.

Boatyard Equipment:

Trimaco, E-Z Floor Guards
Honorable Mention – Skudo, Tack-Mat

Propulsion Parts, Gauges & Propellers:

Gemeco Marine Accessories, Offshore Dual Engine Display

Boat Care & Maintenance

Gold Eagle Co., STA-BIL 360 Fuel Treatment
Honorable Mention – Intertape Polymer Group, SMT-I

OEM Electronics:

Medallion Instrumentation Systems, Medallion Viper II Malibu Command Center
Honorable Mention: Wet Sounds Inc., WW-BT VC Bluetooth Volume Controller

Trailers & Accessories:

Magic Tilt Trailers, Custom Reinforced Tube Trailer

Environmental Award:

BluSkies International LLC, Diurnal Control Valve.



Suzuki's DF 25A



Magic Tilt's TubeTrailer

Supporting Member News

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Discover Boating Wins With Video Series

Discover Boating's work on the Stories of Discovery video series has been recognized for outstanding work in branded content, web features and web video with seven W³ Awards. The W³ Awards honor creative excellence on the web from the International Academy of Visual Arts (IAVA). The Stories series offers insight into real boaters' life on the water through documentary-style videos. The videos were featured throughout the Discover Boating campaign across advertising, social media and PR, helping introduce people to the benefits of boating. The series launched last May and can be viewed on DiscoverBoating.com.

Meissner Grows Role In ZF's Non-Auto Area

The Industrial Technology division of the ZF Group announces that Martin Meissner has assumed the position of Marketing and Communications Manager for North America. Currently responsible for Marine, he will now be responsible for all facets of marketing related activities in North America for the Indus-



Meissner

trial Technology division including Off-Highway Systems, Marine Propulsion Systems, Wind Power, Aviation, Rail, Special Driveline, and Test Systems. Meissner started in Off Highway marketing with ZF in 1999. Contact Gernot Hein, ger-not.hein@zf.com.

The Boat Village Extends to Canada

Northshore Yachtworks, a repair and refit facility in Vancouver, is the first yard in Canada to adopt The Boat Village to provide online service coordination and improve communication with its customers. The online service coordination and boat management tool allows yards, boat builders, dealers and brokerages the ability to track each customer's vessel, receive automatic reminders when service is due and notify owners - all in the same application. Northshore, ser-

vice boats cruising in British Columbia, also uses Dock-Master marine business software, which is owned by MyVillages. Visit MyVillages.com.

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BoatUS Foundation Wants Grant Apps

The BoatUS Foundation for Boating Safety and Clean Water is looking to fund Grassroots Grant projects that utilize new, innovative approaches that encourage safe and clean boating among the boating public. Organizations with the best ideas will be awarded grants of up to \$10,000 to implement their project.

Applications need to be submitted by January 15, 2015. The effort hopes to tap into interactive and innovative ways to encourage behavior changes, including social media, the Web or unique hands-on activities. Groups wishing to apply can visit www.BoatUS.org/grants to view guidelines and applications. Contact Scott Croft, SCroft@BoatUS.com.



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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.

