

Inside this issue:

All Categories Valid For Writing Contest	2
BWI & Marketers Miami Meeting Plans	3
Miami Media Info	4
Bylaws Approved	
Member News	5
Call for Miami Media Listings	6
New Members	

Many Thanks All Around

As my second, and final, year as your President comes to a close, it seems fitting that well-deserved kudos be pointed out to all involved in the entity that many of us refer to as “our association.” I’ll try to make this less onerous than the Golden Globes, though know it comes from a grateful heart.

First, thanks to the general membership who have held on in what has been a character-building five-plus years of recession and, what some label, recovery. We lost a quarter of our ranks, though I guess you could say we retained three-quarters. And to that larger portion, we appreciate the continued participation and dues payments.

Speaking of fractions, almost one-quarter of our members serve as managers and reading judges for our just-completed annual Writing Contest. While this can be interesting and generate ideas for stories by the readers, it comes at a challenging time of the year and always conflicts with other deadlines, business and personal (and football play-offs). Gracias.

We have a loyal cadre of Supporting businesses and organizations who fund both the general treasury and



Miami Beach sight for sore Polar Vortex eyes

dating, and of course, sometimes hamstringing. To them, merci.

In anticipation of the Miami Shows, which attract the largest participation by our members of any events, a note of appreciation in advance to those providing media rooms as places to hang our hats

and catering to special needs. We highly appreciate the warm welcomes and effort taken to provide a home at the shows. Xiè xie nǐ.

Finally, to my co-workers in the two positions I’ve had over the past two years, I appreciate the flexibility shown when BWI business had to get done at the same time we were to meet, or meet a deadline. Volunteerism is a great American virtue, but it almost always involves some sacrifice by others with whom you work or live. Grazie all.

Plan to join us for the BWI Annual meeting, newsmaker event and presentation of writing awards on Friday February 14th from 8 to 10 a.m. in the Miami Convention Center (more detail inside). Until then, reach me at jwooldr715@gmail.com.

prizes for the Writing Contest. Some have been sponsors of the Contest for all of the 21 years it has been held. Others support career-enhancing programs with their extra donations, and others dig a bit deeper to provide the java and eats enjoyed at our general meetings. Dankeschön.

Each of the BWI Directors (you can see the list on the final page of this newsletter) has a job related to the key things most associations do, such as communications, planning meetings, rooting out topics for professional development, managing judging efforts, etc. All are actively engaged in the stuff that occurs behind the scenes. If you have an idea, question or concern about the way we run things, it is always run up the flag pole. Having the counsel of nine other remarkably divergent thinkers can be eluci-

John Wooldridge
BWI President

All Writing Contest Categories Valid

All 17 categories in the annual Writing Contest were valid (requiring at least 10 entries) this year, thanks to a final call for entries in those falling short and a flurry of emails from entrants to colleagues to get something in. Overall final count was 337 entries by 131 entrants, down a bit from 370 and 142, respectively, last year.

Newly-added category Projects, Renovations & Retrofits attracted a respectable 17 entries in its first showing, while the revamped Boat Tests & Reviews pulled in 8 more articles than a year before. Electronics, Gear & Product Tests, Online and Fishing will be examined by the Contest Committee for adjustments to improve their



In last year's Writing Contest presentations, Pete McDonald (from l.) took home an award in the Boat Test category from sponsor Ron Huibers of Volvo Penta as BWI President John Wooldridge managed plaque distribution.

scope and appeal to more entrants.

The third year for the all-digital format worked smoothly with few problems in loading entries. The routine allows the contest to remain open to the final hour of the year and saves participants the hassle of making multiple copies and shipping costs. It also saves BWI the re-shipping costs and speeds entries to judges who now simply access them online.

Categories and entry numbers are as follow:

- Boating Columns - 26
- Boating Lifestyles - 21
- Boating Profiles - 24
- Boating Travel or Destinations - 31
- Boating Adventures - 21
- Boat/Engine Care and Maintenance - 18
- Electronics - 10
- Ethics and Environment - 16
- Fishing - 12
- Boating Issues, News and Analysis - 22
- The Business of Boating - 18

- Seamanship, Rescue & Safety - 28
- Technical Writing - 19
- Boat Tests & Reviews - 33
- Gear and Product Tests - 10
- Boat Projects, Renovations & Retrofits - 17
- Online Excellence - 11

As the entry deadline passed on December 31, the judging phase of the contest took flight with 68 members volunteering to handle the reading and scoring. Results were due for the top three cash award entries and merit certificates by January 23. This deadline allows time to produce and create the award plaques to be ready for presentation February 14 during the Annual Membership Meeting in Miami. Cash awardees will be advised by email in early February that they "won something" and invited to retrieve it. Sponsors, noted nearby, will be invited as well to hand out the awards.

2013 Contest Sponsors

Boating Columns – sponsored by KVH Industries, Inc.

Boating Lifestyles – sponsored by Discover Boating

Boating Profiles – sponsored by ZF Marine

Boating Travel or Destinations – sponsored by Martin Flory Group

Boating Adventures – sponsored by Yamaha Marine
Boat/Engine Care and Maintenance – sponsored by Interlux Yacht Finishes

Electronics – sponsored by Jeppesen Marine

Ethics and Environment – sponsored by West Marine

Fishing – sponsored by Suzuki Motor Corporation

Boating Issues, News and Analysis – sponsored by Mercury Marine

The Business of Boating – sponsored by Home Port Marine Marketing

Seamanship, Rescue & Safety – sponsored by Sea Tow Services International

Technical Writing – sponsored by Dometic Marine

Boat Tests & Reviews – sponsored by Volvo Penta

Gear and Product Tests – sponsored by Xantrex Technology Inc.

Boat Projects, Renovations & Retrofits – sponsored by Awlgrip North America

Online Excellence – sponsored by National Marine Electronics Association.

BWI Annual Meeting on Friday 14th

A trio of interesting presentations are on tap for BWI's annual Awards and Newsmaker gathering during the Miami Boat Show. A marine industry panel tackles "How to Make Boating More Affordable and Attractive,"

Annual Writing Awards will be presented for top boating stories of 2013, and a new resource for marine electronics consumers and media will be unveiled during the program Friday, February 14.

Some of the boating industry's most innovative thinkers will share their insights on the affordability and attractiveness boating. Panel participants will include Brunswick Chairman and CEO Dusty McCoy, SunTrust Bank SVP Don Parkhurst, Legendary Marine Managing Partner Fred Pace and Freedom



Boat Club CEO John Giglio.

A lively and productive discussion is expected as the event will be moderated by *Soundings* Editor-in-Chief William Sisson and BWI Board Member Michael Sciulla who is producing the program.

"While there has been much talk within the industry about what needs to be done to grow boating, this event should enable us to drill down and get some answers," said Sciulla.

Newly-elected Chairman of the National Marine Elec-

tronics Association (NMEA), Johnny Lindstrom, a design engineer at Westport Shipyard, will introduce his group's new portal to help consumers choose the right electronic equipment and offer guidance on proper installation. NMEA is

the breakfast sponsor for the morning.

\$17,000 will be presented to writers of over 50 boating and fishing focused stories, reports, how-tos, travelogues and blogs in print and on line judged by their peers as being the best in 2013.

BWI's annual meeting, awards ceremony and panel is scheduled for 8:00 to 10:00 a.m. in rooms B 118-119 at the Miami Beach Convention Center. The event is open to the marine community and requires no ticket for admission.

Marketers Plan Digi-Tech Update

Marine marketers and communicators grappling to understand SEO (search engine optimization), SEM (search engine marketing), PPC (pay-per-click), CPC (cost-per-click) and Google Adwords, among other newer digital technologies, will learn how to get underway quickly after attending an MSWSE (Mobile/Social/Web/Search/Email) presentation at the Miami Boat Show on Thursday, February 13 from 3:30 - 5 p.m.

Presented by Marine Marketers of America (MMA), the seminar "Practical Digital

Marketing Strategies and Techniques" will feature two of the marine industry's noted social media experts, Gaspare Marturano and Courtney Chalmers.

Marturano is Managing Director, Digital Marketing and Social Media at Fastlane, a strategic communications and engagement firm. He is the author of "Socialize With Me or Someone Else Will" and brings more than 20 years of experience to this event, including serving as a Flotilla Staff Officer in the U.S. Coast Guard Auxiliary.

Chalmers is Director of Marketing at Dominion Marine Media and as a member of the senior management team, created and launched an integrated brand strategy to drive global demand for the *Boat Trader*, *YachtWorld* and *boats.com* products.

The event takes place in Convention Center Room B 118-119 and is free to members and industry trade guests; no registration is required. Details at www.marinemarketersofamerica.org.



Marine Marketers
of America

Overview of the Two Miami Shows



MIBS & Strictly Sail
Miami International Boat Show & Strictly Sail arrives in the Magic City Feb. 13-17 bringing more than 3,000 boats and 2,000 companies from across the globe to three locations – Miami Beach Convention Center, Sea Isle Marina & Yachting Center and Miamarina at Bay-side. From the newest luxury motor and sailing yachts, family cruisers, engines, electronics and marine gear, to dozens of attractions and on-water workshops, the Show provides access to a wide spectrum of the boating lifestyle, recreational boats and marine accessories.

A recent study of the 2013 show assessed the economic impact of the annual five-day event on Miami-Dade, Broward, and Palm Beach coun-

ties, as well as the state of Florida. Total estimated sales by Florida companies during the 2013 Miami International Boat Show reached \$312.2 million, and total excise and sales tax generated within Florida as a result of the show was \$30.4 million.

Media can request credentials through this link: www.miamiboatshow.com/press/badgerequest.aspx

Yacht/Brokerage Show Adds New Location

Set for February 13-17, The Yacht & Brokerage Show includes more than 500 new and brokerage yachts and an array of the latest marine technology and accessories valued at more than \$1 billion. The free show covers more than a mile-long strip of the Indian Creek Waterway

along Collins Avenue from 41st to 52nd Street.

New to this year's show is Superyacht Miami for yachts over 47 meters in length, located at the Miami Beach Marina. The new location was added to accommodate yachts too large for Indian Creek. The Marina allows superyachts up to 250 feet and is located at 300 Alton Road, adjacent to Government Cut.

There's free shuttle service to and from two of the Miami Boat Show sites at the Convention Center and Sea Isle Marina & Yachting Center. Media contacts are Daniel Grant and Marielle Sologuren, dgrant@piersongrant.com and msologuren@piersongrant.com, 954/776-1999. Visit www.ShowManagement.com.

Bylaw Amendment Approved

An amendment to the BWI bylaws which assures that the membership has the first vote in selecting all Directors before they can be elected as Officers was ratified by the membership in December. A total of 85 Active and Associate members voted (29 percent of the 290 members), with 76 voting for (89 percent of those voting), 8 against (9 percent) and 1 abstaining (1 percent). To amend bylaws requires a quorum of 25 percent of members with a two-thirds majority approval of those voting.

To remedy the change, the election of Directors, which



closes at the end of January, will bring all elected into current conformance. Because the bylaws call for staggered

Director terms, two candidates will be elected to terms expiring in 2015 and three candidates will be elected to terms expiring in 2016. This will bring the "current" Director total to nine.

An additional approved change in the bylaws provides for election of Officers by a majority of the Board of Directors voting at the first Board meeting held in conjunction with the Annual Meeting. Their term of office is one year and shall commence at the close of the Board meeting at which elected.

Member News

Dean Clarke Joins Macris Industries

Macris Industries Inc. has appointed Dean Travis Clarke as the new vice president of sales and marketing.



Clarke was executive editor at Bonnier Corporation for more than 20 years before founding DTC-Marine Multimedia. At Bonnier, he worked with *Sport Fishing*, *Marlin*, *Fly-Fishing in Saltwaters*, *Boating*,

Motorboating, and *Yachting* magazines and hosted a popular sport fishing TV show. Macris, based in Mystic, CT, designs, manufactures, and markets technology products for harsh environments, including underwater LED arrays, for recreational and commercial marine, medical, law enforcement and military sectors. Contact him at dean@macrisindustries.com.

Mercury Offering Small Engine Promos

Mercury Marine has launched two portable engine promotions. The first provides two additional years - for a total of five years - of factory-backed warranty on 2.5 hp. to 20 hp. Mercury outboards; it runs through June 30. The second is a new repower promotion that includes the 9.9 hp. and 15 hp. ProKicker and 30 hp. and above outboards, including FourStroke and OptiMax engines. Consumers who purchase these engines through March 31,

will receive a rebate of up to \$1,500. More details are available from participating dealers or Lucas Lauderback, lucas.lauderback@mercmarine.com.

Auto Radio Check Expanded by Sea Tow

Sea Tow Services reports the number of stations transmitting its free Automated Radio Check (ARC) service in coastal and inland boating areas across the U.S. has risen to over 130 locations. ARC lets boaters check that their vessel's VHF radio is working by tuning to the local check channel, keying the mike, and asking for a radio check. They will hear an automated response and their request played back to them, confirming that the radio is operational and to assess transmission strength. Sea Tow seeks volunteers to host ARC stations in areas not covered. For details, email ARC@seatow.com or call 631-876-5077.

Xantrex In Push For Global Growth

Xantrex wrapped up 2013 with its integration into \$36 billion conglomerate Schneider Electric, and announcement of additional investment in product development while expanding its global footprint. The company plans to launch multiple new products in 120V and 230V power outputs in the marine, truck, RV, EMS, military and work vehicle segments it serves and expand its end-user-focused educa-

tional initiatives including the Tech Doctor print and video editorial series featured on its website, www.schneider-electric.com, and reproduced by media organizations throughout North America. Contact Mitul Chandrani, Mitul.chandrani@schneider-electric.com.

Low-Cost Life Vests Offered to Non Profits

Non-profit summer camps, schools, or local organizations providing on the water programs have a strong need for safety, and having right-sized life jackets for kids. The BoatUS Foundation's Kids Afloat Program is offering kid/teen-sized, vest-style life jackets for \$5 each. Supplies are limited and groups need to apply online at www.BoatUS.org/Kids-Afloat by February 28. The Foundation will then choose those applications that best match program guidelines and post them to the Foundation's website and Facebook page for public voting in the spring. Those with the most votes will have the opportunity to purchase the discounted life jackets.

Access to low-cost life jackets is available for youth programs



Send in Media Info for Miami

BWI collects and distributes media event information to members just before the Miami shows open. Though the list is not comprehensive, it does present an opportunity for Supporting and Associate members to get their events in the hands of BWI members who can then better plan their attack during the shows. If you are holding a media conference or new product or service introduction, send details of the what, where and when by February 7 and it will be

included. Send it to info@bwi.org.

When scheduling events, BWI kindly requests planners to avoid an overlap with its Annual Meeting, Writing Contest Awards Presentation and Newsmaker Event which has a long history of being held on Friday morning from 8 to 10 a.m. in the Miami Beach Convention Center. To check on other press events being scheduled, contact the media relations staff at the Miami International &

Strictly Sail and Yacht & Brokerage shows.

For writers, it's always prudent to check on last minute additions to the events list as well as double-check times and locations. This can be done in the respective media rooms at various show locations.



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Welcome New Members

Active Members

- Beth Browne, Freelance Writer, Garner, NC
- Ev Collier, Writer/Author, Lynnfield, MA
- Barry Gibson, Freelance Writer, East Boothbay, ME
- Lon Haber, PR Counselor/Filmmaker, Rolling Bay, WA
- Carl Hansen, Writer/Author, Sandwich, NH
- Zachary Harvey, Freelance Writer, Essex, CT
- Eleanor Lawson, Editor, Middletown, RI



- Earl MacKenzie, Freelance Writer, Islesboro, ME
- Janice Marois, Writer/Blogger, Pensacola, FL
- Art Pine, Contributing Writer, Alexandria, VA
- Meredith Powlison, Managing Editor, Middletown, RI
- David Shaw, Freelance Writer, Essex, CT

- Jack Sherwood, Freelance Writer, Severna Park, MD
- Peter Vassilopoulos, Writer/Publisher, Delta, BC
- Tom Zydler, Writer/Author, Ft. Lauderdale, FL

Supporting Members

- Jaclyn Baumgarten, CEO, Cruzin.com, Dania Beach, FL
- David Wollard, Director Marine Division, Webasto Thermo & Comfort, Fenton, MI

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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.

