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Holidays & Boating ala Info Tech

'Twas the night before Christmas when all through the house, the whirl of computer fans kept time to the click of a mouse.



flash from every crevice and shelf, as a Rube Goldberg inspired contraption powered by what sounds somewhat like a Dyson vacuum mines Bitcoins.

The stockings were hung by the chimney with care, In hopes that St. Bitcoin soon would be there;

Clearly my boomerang son was not snuggled in his bed, And I'm quite sure visions of wealth danced in his head.

"Did you know Dad," he exclaimed with glee, "I can now buy a yacht with this Bitcoin machine – just wait and see!"

December's news release from Denison Yacht Sales that it will now accept the online peer-to-peer payment system, Bitcoin, for yacht purchases and yacht charters, may be more of a PR gimmick than a "tis the season" breaking story. Yet in the wealthy waterfront enclaves of Palm Beach Gardens, the concept is not that farfetched. Since 1948, dealers like Denison have found timely marketing nuggets to attract the Nouveau riche who are willing to push the envelope.

"We need to be present and available to all potential Clients in all marketplaces,"

notes Bob Denison, president of the company that boasts locations from California, the Great Lakes, New York and even France. "If a client wants to pay with Bitcoins, we are now positioned to handle the transaction."

Finding that next generation of boat buyers may well require some creative thinking. Take my son, Will, for example. At 27, college educated with an advanced degree in Physics, he probably has a good 10 to 15 years of student loans to pay down before he can add a boat to the budget. He's not alone. Forty-two percent of college graduates have student loans averaging \$28,000.

There is no question Will has the water gene. But with no extra money, his boating dreams are just memories of summers gone by.

During his college years, our yard looked like a used boat lot. Now the tinkering has moved indoors and his reclaimed bedroom is a cross between Best Buy and Radio Shack. Blue emitting LEDs

With a hash rate of +/- 170 the mining is slow. The noise of CPU cooling fans is loud. Profit is about \$24.55 per month, which quickly conjures up the weekly closing credits of Two Broke Girls. (And that's probably before I deduct for the extra electric it takes.)

But you have to admire the marketing savvy of Denison and the entrepreneurial spirit of people like Will.

As you look for stories in the year ahead, perhaps there are interesting angles like Bitcoin or the emerging rental opportunities presented from Freedom Boat Club, the peer-to-peer, GetMyBoat.com and Cruzin to share with readers that provide inspiration to new generations with entrepreneurial attitudes.

From all the Directors of BWI, here's wishing you Happy Holidays and a Prosperous, Healthy New Year!

You can reach me at Alan@wendtproductions.com.

Alan Wendt
BWI President

Writing Contest Tips, Photog Details

While the annual writing contest draws hundreds of entries each year, not a year goes by when there aren't a few questions regarding proper proce-

dures. That said, more inquiries are anticipated this year as BWI rolls out the entirely new Boating Photography category and simplified Online Expression submissions which include videos. Remember that both categories are "works in progress."

For the new definitions, see page 3 of the Contest brochure, www.bwi.org/downloads/BWI-Contest-14.pdf.

For Photography specifically, questions can be directed to category chair Michael Sciulla at msciulla@gmail.com. For other questions, email info@bwi.org.

Boating Photography Details

Definition: Boating Photography will recognize excellence in still photography that enhances the written word, captures the beauty of recreational boating, or portrays the exhilaration and challenges that make boating such a unique recreational lifestyle.

First Year Scope: As this is a new category and photogra-

phy is so complex in terms of where and how it is used, the contest during this first year will be limited to photographs that are part of a published article (either print or online), cover or photo spread. BWI hopes to expand this category to include a wider array of photographs.

Remember the Contest Rules: "Public relations, marketing and promotional materials are ineligible. Any story written about a product in which the author has a personal, professional or financial stake will be disqualified."

Submissions: When submitting a photograph that is part of an article, place a check mark if possible next to the appropriate photo if there are others on the page. Describe the photo on the entry form by subject matter or location on the page especially if it is part of a photo spread. If it is a cover photo, send the entire page but delete the name of publication while retaining cover lines.

2014 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

Boating Photography – sponsored by Freedom Boat Club

Ethics and Environment – sponsorship open

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, Electronics & Product Tests – sponsored by Xantrex/Schneider Electric

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

Online Expressions – sponsored by Boat Owners Association of the United States

Free Subscription to Soundings "TOT"

BWI has negotiated a "Corporate Subscription" to *Trade Only Today* which allows dues-paying association members unlimited access to this robust news site for free - a \$29 annual value. Media is known to use the site extensively for keeping up with the latest industry news, commentary and opinion by *Soundings'* team of editors and reporters.

The paywall access charge was imposed in mid-2014.

Sign up now for the free BWI corporate subscription and gain full access to the web site including its premium content!

Click the link or paste into a browser (www.tradeonlytoday.com/account/join/?passcode=cWVVS3TkalhM62Bn), log-in and Join the Cor-

porate subscription invitation now available as a BWI member benefit. (If you are not currently registered, do so and when prompted, paste "cWVVS3TkalhM62Bn" in the passcode box to join.)

Note: the earlier links distributed to members were incorrect. If you have difficulty, send an email to webmaster@tradeonlytoday.com.

Trade Only Today
DAILY NEWS FOR MARINE INDUSTRY PROFESSIONALS

Supporting Member News

BoatUS's Podlich Is "Woman of Year"

Margaret Podlich, president of BoatUS, was named the 2014 Darlene Briggs Woman of the Year, an award presented annually to an outstanding woman in the marine industry during the Marine Dealer Conference & Expo. For the past 20 years,

propeller in Fond du Lac, WI. Simultaneously, the company is celebrating its investment cast facility's 40th year since opening in 1974. "This is a remarkable and important milestone in Mercury's history," said John Pfeifer, president. "We lead the propeller industry because we have the best people, the best designs and the best materials." Mercury's stainless steel propellers are designed for outboard engines ranging from 9.9 to 300 horsepower, and all sterndrive engines. Contact Steve Fleming, steve.fleming@mercmarine.com.

Top-Sider and ISAF Sailing World Cup Miami. As a Silver Level supporter, the company will be a key contributor to the effort to get American sailors onto the podium in Rio 2016. The team is comprised of the top-performing sailors in ten Olympic and three Paralympic boat classes, and competes at major regattas around the world on a four-year campaign for The Games. ISAF Sailing World Cup Miami annually draws top sailors, including Olympic and Paralympic medalists and hopefuls from around the world. Visit www.ussailing.org. Contact Maryline Oshea, m.oshea@beneteau.com.



Racing at ISAF Sailing World Cup Miami. Photo: Walter Cooper.

KVH Offers Video On Ebola Safety

With the global nature of the maritime industry, KVH says seafarers need to know about Ebola and how to protect themselves from the deadly disease. The company is offering an Ebola safety training package of Videotel's newly released video: "Ebola – Staying Safe" and accompanying digital workbook free. Videotel, a KVH company, produced the video with Steamship Mutual P&I Club and a panel of medical experts. It's said to be the definitive maritime safety training package on the health threat. Access the information at <http://landing.kvh.com/estkvh>. Contact Jill Connors, jconnors@kvh.com.

Volvo Penta Launches Total Tech Support

Volvo Penta of the Americas recently launched round-the-clock service support for its distributors, dealers and OEM customers. The new 24 hour service provides access to experts for handling technical issues for the company's leisure marine, commercial marine and industrial products across the U.S., Mexico, Central America and the Caribbean. Said Ron Huibers, president, "Many of our dealers and OEMs offer evening and weekend service to their customers, and that our service area spans multiple time zones. Now they will have access to the same high level of factory support any time, including weekends and holidays." Contact Lindsay Shrewsbury, lindsyshrewsbury@volvo.com.



Marcia Kull (from l.) of Volvo Penta who presented award, Margaret Podlich and Kathy Johnson of award sponsor Boat-Industry.

Podlich has served in various capacities for BoatUS, working up to the presidency in 2011. She has been active with the Recreational Boating Leadership Council, American Boat & Yacht Council, and served on the U.S. Coast Guard's Boating Safety Advisory Council. Podlich has raced globally, including being a member of the womens' sailing crew that competed for a place on the U.S. Olympic Sailing Team in 2008. Contact Scott Croft, SCroft@BoatUS.com.

Mercury Casts 2.5 Millionth Propeller

Mercury Marine in early December reported casting of its 2,500,000th stainless steel

Beneteau Sponsors U.S. Sailing Team

Groupe Beneteau recently announced its sponsorship of the U.S. Sailing Team Sperry

Calendar & Events

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NMEA Connect Fest at Toronto Boat Show

Visitors to the Toronto International Boat Show will get a close-up look at a "live" demonstration that shows how the onboard networking standard NMEA 2000® operates. Attendees will be able to participate in the free event, called ConnectFest, anytime during the nine-day show which opens on January 10. The NMEA 2000 network is nonproprietary and enables connection and disconnection of products from different manufacturers with no downtime on the network. An industry-wide group of experts organized by the National Marine Electronics Association developed the network standard. Contact: Mark Reedenauer, mreedenaue@nmea.org.

Marine Marketers Set Award Entry Deadline

Marine Marketers of America has issued an official call for entries for the 2014 Neptune Awards. The awards, which recognize outstanding work in the marine marketing field, will be presented at the Miami Boat Show in February 2015. The competition is open to



any company or organization producing and publishing marine industry marketing work in 2014. Entries will be accepted for 12 current standing categories plus a new one recognizing diversity marketing initiatives. Deadline is January 9. Details and official entry form, are posted at www.marine-marketersofamerica.org.

Miami Innovation Entries Due January 12

Entries for the 2015 Miami International Boat Show® Innovation Awards, one of the industry's most prestigious honors for product excellence, are now being accepted. Product categories for the 2015 program have been revised, improvements have been made to the entry requirements and benefits

have been added. New for 2015: Entrants are required to submit a short video that demonstrates or explains the innovative nature of the product; all participants will get free inclusion and recognition in the official show guide; Innovation Awards' winner recognition on the Miami Boat Show website year round. Program details, requirements and benefits can be found at <http://www.miamiboatshow.com/exhibitors/promotions/awards.aspx>. The deadline for entry is January 12, 2015. The Innovation Awards program is managed by NMMA and judged by members of BWI. For more information contact Rachel Timko, rtimko@nmma.org.



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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.