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Media & Boating Roles Evolving

The BWI masthead indicates an established date of 1970. Bob Black, who has twice served as Executive Director, remembers joining the writers



Full house at the Miami Annual Meeting

group in 1965. “Back then every major daily newspaper had a boating editor, and the magazine guys were far and few between,” recalls this much beloved icon of PR and Marketing, whose business card features an old Royal typewriter. Bob himself was once the boating editor of *Popular Science* magazine.

In the 80’s newspapers were beginning to transition, boating magazine writers populated the BWI membership ranks and the industry was poised to sell nearly 500,000 new boats a year.

Now, six years after the Great Recession began, the industry sells 150,000 new boats a year, but it also recognizes close to 1 million pre-owned boats are changing hands annually. Magazine consolidation and our current distribution model, the Internet, has as Bob puts it, “transported BWI to a new level – that of the Freelancer and Blogger.”

I’ve only been a member for

about 20 years and already I miss seeing some familiar faces at our once a year gathering that recognizes excellence in writing. Kim Kavin, Roger Marshall, Betsy Clayton and many more are still in the industry, but like so many of us, other business interests keep them from being a regular in Miami, often because their income is growing by writing about non-boating pursuits.

For today’s freelancer, cost is a big reason we don’t see you. The much maligned Catalina Hotel (legendary lodgings with the Innovation Award judges, two blocks from the Convention Center) will set you back \$300 bucks a night during the show. Cab fare from the airport is \$35 each way. Plus scribes do not survive on cheese cubes, pretzels and cold beer alone, for which, thankfully, the folks we write about still offer about 5 p.m. each night. With fewer

full time gigs toting the note for airfare and per diem, Miami has become a luxury rather than a must-attend.

Despite the stark realities,

the BWI Writing Contest winners this past year all found new ways to capture boating as it evolves with technology, come to grips with issues of affordability, and the always looming question of what latitudes to explore next.

As our veteran members move on I can’t help but wonder, where tomorrow’s writers will come from. What can we do to entice new members, to share the vast experiences of marquee names like (for fear of excluding anyone, but to site a few examples) Jan Mundy, John Wooldridge, Bill Pike, Mark Sosin and Ben Ellison? Are you ready to mentor the next kid at the end of a Twitter handle or Facebook page?

Let’s continue these discussions and others you wish to air on the BWI LinkedIn forums. You can reach me at Alan@wendtproductions.com.

Alan Wendt
BWI President

New Officers Named, Directors Elected

BWI members have re-elected five directors and its Board has elected three new officers. Officers elected to



New BWI Officers (from l.) Alan Wendt, Lindsey Johnson and Lenny Rudow.

one-year terms are freelance writer Alan Wendt, president; editor of *Lakeland Boating* magazine Lindsey Johnson, 1st vice president; and writer and editor Lenny Rudow, 2nd vice president. In the election for directors, 92 members voted out of 299 (Active & Associate) or about 31% (requires 25% to be valid).

Wendt has been a member of BWI for nearly two decades, volunteers as a writing contest judge, Innovations Awards judge, served as a board member for the past five years and first vice presi-

dent the past two years. Johnson has been a member of BWI since 2003 and has served as chair of the BWI Writing Contest Committee for the last seven years and as second vice president the past two years. Rudow has been a writer and editor in the marine field for over two decades, authored six books, gained numerous BWI writing awards and served as a director the past two years.

In addition to Wendt and Johnson, others re-elected as Directors included:

- Zuzana Prochazka, editor of *Talk of the Dock* and freelance writer for a number of boating magazines and online venues;
- Alan Jones, a full-time writer and editor for *Boating World Magazine* for 16 years and most recently a contributing editor for *Sea Magazine*;
- Roger McAfee, a freelance writer for several boating magazines, seminar presenter at boat shows and author of two marine

books.

Continuing as Directors are: immediate past president John Wooldridge, executive editor of *Yachting*; Michael Sciulla, a *Soundings Trade Only* columnist and communications strategist; and Heather Steinberger, a writer and editor whose work appears in a variety of regionally and nationally circulated magazines. BWI executive director Greg Proteau serves as secretary/treasurer of the board.



John Wooldridge (r.) receives recognition for his service as president from Greg Proteau.

Annual Contest Awards Gallery

Volvo Penta's Ron Huibers (from l.) with Chris Caswell; Ann Dermody and John Kretschmer; Sea Tow's Joe Frohnhoefer with Lenny Rudow. Continues next page.



Annual Contest Awards Gallery *continued*



Above, from l.: NMEA's Johnny Lindstrom and Ben Ellison; Interlux/Awlgrip's Jim Seidel and Marilyn Mower; Jeppesen's Emanuela Ferina with Lenny Rudow.

Below, from l.: KVH's Jim Dodez and Chris Caswell; Dometic's Doug Curtis and Jim Hendricks; Suzuki's John Woolson with Pete McDonald.

Bottom from l.: Martin Flory's Kelly Flory and Peter Swanson; ZF Marine's Martin Meissner and Kevin Koenig; Xantrex's Mitul Chandrani with Darrell Nicholson.

Complete results for the Annual Awards can be found at www.bwi.org/news/bwi/writing-awards-presented-for-2013/. All Photos courtesy of Ron Ballanti.



Affordability Issues Aired by Panel

By Jim Flannery
Soundings Publications

Some of the industry's most innovative thinkers shared their insights on "How to Make Recreational Boating More Affordable and Attractive" during a BWI panel discussion. Participants were Brunswick Chairman and CEO Dusty McCoy, Sun-Trust Bank SVP Don Parkhurst, Legendary Marine Managing Partner Fred Pace and Freedom Boat Club CEO John Giglio.

McCoy said it can and must become more affordable, and his companies are working hard to accomplish that. "We need to have every new model cost less than the model it replaces ... Over five or 10 years, that will have a real impact." He said Brunswick companies are 70 percent along to reaching that goal.

Making boats more affordable requires better engineering, better sourcing, better manufacturing processes and innovation. "From our perspective, this news is good," he said, "but it's sobering." The good news is people like to

boat and affordability is a solvable problem.

Sun Trust Bank's Parkhurst said it does not appear that lenders can do much to make boats more affordable: 10-

mostly folks who are affluent and well along in their careers — by making sure they have a lot of fun when they come down to the marina, that they get out on the wa-



Panelists discussing Affordability included John Giglio (from l.), Fred Pace, Don Parkhurst and Dusty McCoy.

15- and 20-year lending terms can't be extended much more than that; rates are at historic lows and are likely to rise down the road as the Federal Reserve backs off its support of artificially low interest rates; credit terms have eased and are about where they should be from the viewpoint of sound lending practices; and money is available.

A Sun Trust study suggests that as baby boomers retire, they are selling their boats and leaving boating or buying smaller boats. "There's a huge demographic going on here" that is shrinking the boating market, Parkhurst said.

Pace, a partner in Legendary Marine, which has won industry awards for its innovations, said it has become increasingly difficult for boating to compete for the limited time that busy families have today. He says he focuses on keeping his customers —

ter and receive consistently excellent service.

"The big holdback for the millennial generation is time," Pace said. "We're not seeing them come into the market."

Are there alternatives to boat ownership? Giglio offered that his members-only club that rents boats, attracts millennials and baby boomers. "We make it extremely easy for people to get into the market," he said. "There's not a big capital outlay and you don't have to get a loan."

It is essential to give new boaters hands-on skills training, Giglio added. "We want to get people on the water and have a pleasant experience. A well-trained boater is more likely to stay in boating and move up to owning a boat."

To read the entire post, go to www.tradeonlytoday.com/2014/02/miami-2014-panel-tackles-costs-boating/.

Panel moderators included BWI Director Michael Sciulla (l.) and Soundings Editor Bill Sisson.



Mercury Marine's 75th Year

The Mercury Marine team invited the media to lunch in Miami to outline plans for the company's 75th Anniversary year garnering a turnout of about 70 journalists. Communications director Steve Fleming offered highlights and resources for writers interested in covering the year-long event. Mark Schwabero, president, welcomed the press, president of global sales and marketing Kevin Grodzki provided additional product details and anniversary plans, and Fred Kiekhaefer, former president of Mercury Racing, son of Mercury founder Carl Kiekhaefer, brought history to the equa-

tion at the Miami Beach Convention Center.

The company will be opening a new Mercury Museum in its home town of Fond du Lac, WI. Also planned there is a media conference in the late spring.

During the Miami show, the company announced its "glass bridge" electronics systems to Mercury's lineup. This is a navigation system integrated into all of the engine diagnostics as well as multifunction touch-screen systems to deliver information from sonar, radar and Mercury's Smart Tow, cruise control and Eco Control functions.



A history timeline and video is posted at www.mercury-marine.com/75years/. Contact Steve Fleming at steve.fleming@mercmarine.com.

Cutting the anniversary cake in Miami are Fred Kiekhaefer (from l.), Mark Schwabero and Kevin Grodzki.

Frohnhofer Receives Chapman Award

Sea Tow Services International founder and CEO Captain Joe Frohnhofer has been recognized with the Charles F. Chapman Award for his career spanning more than 40 years in the boating industry. The recognition came from NMMA during the Miami Boat Show. The award recognizes an individual or group that has provided consistent promotion and protection of the sport of boating and its benefits to the industry and public.

"NMMA is honored to recognize Joe for his extensive achievements in improving the boating experience for our nation's 88 million boaters," said NMMA president Thom Dammrich. "Joe's passion for life on the water combined with his commit-

ment to boater safety have helped shape how our industry serves boaters while they're out on the water, creating a better boating experience from coast to coast."

In 1982, a change in U.S. Coast Guard regulations eliminated its role in towing in non-emergency situations. The opportunity to combine his life saving skills, commitment to public service, entrepreneurial spirit and love of the water was the inspiration for Frohnhofer to found Sea Tow Services International Inc. in 1983.

Continuing his goal of giving back to the boating public, Frohnhofer founded the Sea Tow Foundation in 2007 with the goal of providing tools and education to re-



duce the number of accidents and fatalities on the water. The Foundation has provided over 20,000 life jackets to the boating public via its Life Jacket Loaner program.

For additional detail, visit www.nmma.org/news.aspx?id=18793.

Georgia and Capt. Joe Frohnhofer at award ceremonies in Miami.

Miami Show Innovations Spotlited



BWI Miami Judging panel (from l.): Ann Dermody, Alan Jones, Lenny Rudow, Nigel Calder, Alan Wendt, Roger McAfee and Zuzana Prochazka.

Thirteen marine products were recognized for innovative achievement at the Miami Boat Show. Presented by NMMA and judged by BWI, the awards recognize products that are distinctive, benefit the marine industry and/or consumer, are practical and cost-effectiveness and available to consumers within 60 days of award receipt.

“As judges, every year we debate the idea of innovation among many great products,” said Zuzana Prochazka, Innovation Awards judge chair, freelance writer and photographer for various boating publications including *Sea*, *SAIL*, *Boat US*, *Boats.com*, *Cruising Outpost*. “We look forward to seeing how these products adapt in the marketplace and advance recreational boating.”

In addition to Prochazka, rounding out the panel of BWI member judges were: Nigel Calder, author of *Boatowner's Mechanical and Electrical Manual* and *Marine Diesel Engines*; Alan Jones, writer and editor for *Boating World* magazine; Ann Dermody, managing editor of *BoatUS* magazine; Lenny Rudow, senior editor for *Dominion Ma-*

rine Media, including *Boats.com* and *Yacht-world.com*; Alan Wendt, president of BWI and contributor to marine publications; and, Roger McAfee, contributor to *Pacific Yachting* and other marine publications. The awards and comments:

•**Boat Care & Maintenance**
EZPoxy2, by Petit: “Single-serving gel pouches of hardener and a longer pot life make this paint user friendly.”

•**Docking Equipment**
ShoreStation Boat Hoist, by Midwest Industries: “A well-designed and well-executed hoist, it solves many problems and minimizes cable ware.”

•**Furnishings & Interiors**
Dynamic Cabin System on the Boston Whaler 345 Conquest: “This sleeping arrangement of retractable cushions solves where to store them when not in use.”

•**Mechanical & Electrical**
Co-winners: EZ-Mount Battery Switch, by Marinco Mastervolt and SNAPP Fuel Filter/Water Separator, by Racor/Parker Hannifin. “Both solve traditional installation and maintenance challenges.”

•**Watersports**

Zayak Sea Sled, by Tropical Paradise Plastics: “Opens up a whole new world of underwater exploration.”

•**Pontoon and Deck Boats**
Expanding Pontoon Boat, by Island Boats: “First expandable-width pontoon boat that goes from 7' 4" to 10' wide.”

•**Boats 25' to 60'**
390Z, by Sea Vee: “Gets on plane with minimal bow rise, turns like a ski boat, and delivers higher top speeds than conventional hulls.”

•**Propulsion**
Gen2 Surf System, by MasterCraft: “Advanced hull design, weight distribution, custom wake shaping devices and onboard software create a range of wake options.”

•**PWCs and Jet Boats**
Spark PWC, by Sea-Doo: “Half the weight, half the price for fun on the water.”

•**Runabouts to 24'**
ProStar, by Mastercraft: “Convertible bow, intriguing ski storage system and flatter wake for serious water-skiers.”

•**Sailboats**
Oceanis 38, by Beneteau: “A way to attract younger families to sailing with a convertible boat that grows with them.”

•**Consumer Electronics**
NSO16 evo2, by Simrad: “Brings big boat glass bridge style to midsize power and sportfishing boats with one black box running two independent screens.”

For additional information, go to www.nmma.org/press/pressreleaselibrary/pressrelease.aspx?id=18791.

Member News

Esterles's New Book Has 60+ Boat Tips

Paul Esterle, a.k.a. Capt'n Pauley, suggests if a picture is

worth a thousand words, his new book is worth over 60,000 of them. Over 60 time-tested, boater approved hints, tips and projects. Each

is presented on a separate page and illustrated with a CAD drawing or two. These tips are from a long-running column in a popular boating magazine. The tips apply to power and sail boats grouped into 13 categories such as cabin, electrical & electronics, fuel, galley, gear, etc. The 92-page book is available on www.captnpauley.com.

West Marine Donates To Discover Boating

West Marine presented a check to Carl Blackwell, president of Discover Boating, at a press conference at the Miami Boat Show. The funds are being used to support the consumer campaign designed to build positive awareness for boating and introduce new people to the sport. As a result of Discover Boating's efforts in 2013, 2.6 million people visited DiscoverBoating.com. "It's our responsibility to help grow participation," said West's CEO Matt Hyde. "Discover

Boating is doing a great job of inviting new people to a life on the water, and we're proud to support their efforts." Contact Laurie Fried, laurief@westmarine.com.

As USPS Turns 100 BoatUS Makes Awards

At the U.S. Power Squadrons (USPS) annual meeting held recently in Jacksonville, FL, five Squadrons from across the country and one District were honored with Distinguished Civic Service Awards. Sponsored by BoatUS, the awards are given annually in recognition of exceptional service and public boating safety education. This year's gathering marked the 100th Anniversary for the USPS, which began with the efforts of Charles Chapman, who in 1914 realized that owners of recreational boats needed instruction to operate safely and with confidence. Today, the USPS has 400 regional "Squadrons" for owners of both sail and powerboats. Contact Scott Croft, SCroft@BoatUS.com.

Vote On to Select Top 100 Fish Spots

The Recreational Boating & Fishing Foundation's (RBFF) Take Me Fishing™ campaign is asking boaters and anglers to cast their vote in America's Top Family Fishing and Boating Spots Sweepstakes through March 5. RBFF identified 250 local, state or national parks from across the U.S. that are within an hour's drive of a metropolitan area and offer amenities for fami-



lies or beginner anglers. Parks that offer the best experience and gaining most votes will be placed on the Top 100 list. Find more detail at www.takemefishing.org.

KVH Systems Installed On 100+ CG Vessels

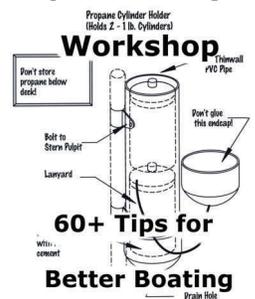
KVH Industries, Inc. has surpassed the 100-vessel mark in its 10-year contract to supply the next-generation satellite communications solution for the U.S. Coast Guard's fleet of small cutters. TracPhone V7 systems have been deployed on 105 USCG vessels across eight different classes of cutters, and mini-VSAT Broadband service has provided 29.2 terabytes of data

and more than 835,000 Voice over Internet Protocol (VoIP) minutes. KVH systems are now in use on cutters in all U.S. Coast Guard districts in the continental U.S., as well as overseas in the Persian Gulf, Guam, and Puerto Rico. This supports a variety of operations including drug interdiction, maritime border security, anti-piracy tasks, search and rescue operations, and humanitarian efforts. Contact Jill Connors, jconnors@kvh.com.



Coast Guard Fast Response Cutter

Capt'n Pauley's



Electronics Update from NMEA

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During BWI's Miami Membership meeting, Johnny Lindstrom, the new president of the National Marine Electronics Association, offered perspective on how electronics fit into the affordability and attractiveness of boating. Here are his condensed remarks:

"Throughout my travels a common thread that I hear is the lack of new blood. We are competing with the perceived glamour of the IT and multimedia professions for talent. There is no other industry that prepares someone for the many different facets of ours. The average competent marine electronics installer needs skills in electricity both AC and DC, but also RF within a huge spectrum, acoustic wave propagation, hydraulic and mechanical systems for autopilots, satellite tracking antennas and recently

the IT world has arrived full force on board.

"Today it is expected that many of the same creature comforts along with business necessities we take for granted on shore be operational at all times while at sea. This is a monumental task and can be very expensive, and they all require radio waves of one sort or another to function. Something we might pay under a \$100 for bundled with our cable or telephone service can cost many thousands of dollars on board a boat.

"We just completed a complete revamp of all of our training programs to keep pace with technology for both entry level and advanced technicians. We are now in the process of developing curriculum targeted to marine institutes and junior



New presidents of BWI and NMEA, Alan Wendt (l.) and Johnny Lindstrom

colleges around the country. Our hope is we can strike the spark in our youth and introduce them to the world of marine electronics.

"In addition to our training activities, we continue to update and develop the worldwide industry standards for system data interfacing on board vessels. These are the NMEA-0138 and NMEA 2000 standards.

"NMEA is a vibrant and growing Association whose members contribute to the commercial and recreational boating communities around the world. We look forward to continue our voyage and hope you will join us."

Visit www.NMEA.org.

New Members

- Michael Fincham, Writer/Producer, College Park, MD
- Peter Franklin, Writer/PR Counselor, South Holland, The Netherlands
- Sara Johnson, Freelance Writer, Auckland, New Zealand
- John Kretschmer, Writer/Author, Ft. Lauderdale, FL
- Peter Nichols, Writer/Author, Rockport, ME

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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.

