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Serving Members at IBEX

The BWI Board had a conference call a few weeks ago to keep tabs on the affairs of the association and to dig a bit deeper into the results from the Member Survey. In a nutshell, we are doing well financially, despite losses of writers working in boating. Of particular focus on the Survey were responses that ranked networking, marketing your work and keeping up with technologies as areas where you are looking for support.

To pick up on last month's column regarding our participation at the International Boat Builders Exhibition, or IBEX, it is a logical venue to leverage some of your requests. Networking is a highlight both with writing peers and industry colleagues; those in the industry (potential clients) can provide fodder for reporting or articles; new technology for the boating industry is a hallmark of the show in exhibits and presented in seminars; and staying on top of both marine technology and media advancements are already built in to the format – or can be.

Response from show officials to help us achieve these deliverables has been positive. We are suggesting staging two events and dovetailing into another, all on Tuesday September 30 – IBEX takes place



at the Tampa (FL) Convention Center and continues on October 1 and 2. Our first event would extend the introductions of the Innovation Awards and open the door to others with new products to show them to BWI members. This concept, originally envisioned as “new product speed dating” by Director Alan Jones, is appealing to BWI Active and Supporting members, he says. It would give the product introducers a chance to put new wares in front of the media, and media the advantage to see what's new and get the details.

A second plan in development will focus on craft improvement for media and others utilizing the IBEX seminar format. Our idea is to identify those that would be of broad interest to boating consumers (and publications that would likely want to report them). There are many potential topics ranging from

boat surveys and valuation to avoiding on board hazards, improving air and water quality aboard to adapting new land-based electronics for water-based use.

To wrap up the day, IBEX holds a general hospitality gathering on the exhibit floor. This will be another opportunity for members to spend time with movers and shakers of the boat building world and fellow journalists.

As final plans come together, we'll keep you advised. In the meantime, put Tampa on your calendar in late September.

Journal Skips August

August is the traditional month of rest for this newsletter, though it is also the time for production of the Annual Directory. All members in good standing are included in it, along with a variety of other association information. Two online directories are also available on www.bwi.org under the “Directories” tab: the opt-in Active & Associate member directory and another maintained by BWI listing Supporting Members.

You can reach me at Alan@wendtproductions.com.

Alan Wendt
BWI President

Members Judge IBEX Innovations

The International Boatbuilders' Exhibition and Conference (IBEX) reports that a panel of seven BWI members will judge the 2014 IBEX Innovation Awards. The awards honor achievement in product development in boatbuilding methods and materials, engines, hardware, interior parts and furnishings, and safety equipment. Judges may also award an entry that provides environmental benefit.

Recipients will be announced in the Tampa (FL) Convention Center at the Industry Breakfast on September 30. All entries will be displayed for the three days in the Innovation Awards New Product Showcase. Entries for the Awards are due by August 29.

The judges for 2014 are:

- Lead judge, Zuzana Prochazka, freelance writer and photographer for publications

such as *BoatU.S. Magazine*, *Sail, Sea, Yachtworld.com*, *Boats.com* and others. Prochazka is a past president of BWI, and editor of gear website, *TalkoftheDock.com*.

- Ben Ellison is one of the foremost journalistic authorities on marine electronics and editor of Panbo, the marine electronics hub on the web.

- Beth Leonard is the Director of Technical Services for BoatU.S. and technical editor for all BoatU.S. Publications including *BoatU.S. Magazine* and *Seaworthy*, a publication focused on vessel seaworthiness and boating safety.

- Bill Bishop has served as a technical judge for BWI in the NMEA awards for the past three years. He writes for numerous publications including the popular *The Marine Installers Rant* online blog.

- Mark Masciarotte is a 40-year veteran of the industry

and principal of DSG Associates, which specializes in construction of yachts and commercial vessels. He is currently in charge of worldwide sales for Westport Yachts.

• Brady Kay is editor of *Pontoon & Deckboat Magazine* and editor of *Houseboat Magazine*. His writing and reporting focuses on boating travel and lifestyles, performance tests, fishing and family boating.

• Judy Waldman is president of JW Yachts, and a lifelong cruiser. She writes of her journeys and reviews boats in *Passagemaker* and online.

For more information on IBEX, go to www.ibexshow.com. For questions on the awards, contact Rachel Timko, rtimko@nmma.org.



Support Coast Guard Museum

Support is being sought to show appreciation for the work of the Coast Guard by participating in the capital campaign to build the National Coast Guard Museum in New London, CT. The Coast Guard is the only branch of the armed

services that does not have a national museum to celebrate its role in the life of the nation and to honor the 42,000

men and women who serve. Since its inception in 1790, the Coast Guard has established a proud and illustrious history which deserves recognition from the public.

Planned are permanent and revolving multi-media exhibits to tell compelling stories of its past, present and future as they evoke the Coast Guard's critical role and mission in maritime security, safety, protection of natural resources, and national defense. As a dynamic institution charged with these roles, the Museum will engage the public, veterans and present

service members in the dreams and goals for the future. Interactive and innovative exhibits and displays will include realistic virtual environments in which the museum visitor participates in the action.

The nonprofit National Coast Guard Museum Association has created partnership opportunities affording valuable, lifetime branding recognition in affiliation with the Coast Guard at what will be a world-class museum. To learn more about the museum or donate, visit www.coastguardmuseum.org.



Supporting Member News

Xantrex Inverter Lab Is \$13 Million Addition

The premier of British Columbia, Christy Clarke, inaugurated the new state-of-the-art micro-grid lab at Xantrex headquarters in Burnaby, BC in early July. Built at a cost of U.S. \$13 million, the 15,000 square foot lab, is one of the largest of its kind in North America. The lab is spread over three floors, houses over 370,000 pounds of equipment and cables and is powered by its own substation. The new test chambers in the lab can create a variety of thermal and humidity stresses with a series of sudden and extreme changes stretching products beyond expected use. Contact Mitul Chandrani, Mitul.chandrani@schneider-electric.com.

Six Marinas Join Boat Village in Florida

Six marinas have joined The Boat Village's collaborative in Southeast Florida to promote online service coordination developed to simplify boat ownership. Old Port Cove Marina, New Port Cove Marina, the Palm Bay Club Marina and three marinas from the Aquamarina portfolio have joined to promote technology developed to manage and maintain recreational boats. "Customers transact online with banks, pharmacies and retail stores - it's routine," said Kevin Hutchinson, CEO. "Our mission is to move the marine industry in that direction, too." Contact Tammy Lewis, tammy.lewis@my-villages.com.

KVH Crewtoo Is Top Maritime Site

Crewtoo, the seafarer social network operated by KVH Industries, Inc., has been named the most popular maritime website in The Crew Communications Survey 2014. With 105,000 members, Crewtoo is said to be the world's largest online network dedicated to seafarers, and was founded less than two years ago. It gives seafarers a way to post comments and photographs from their vessels, chat with colleagues on other ships, take part in polls and votes, and keep up with maritime news. Crewtoo also has a maritime jobs board to help match companies with the seafarer prospects. Contact Jill Connors, jconnors@kvh.com.

Bass Pro Donates to RBFF Outreach Effort

The Recreational Boating & Fishing Foundation's (RBFF) Hispanic outreach campaign, Vamos a Pescar™, received a \$125,000 donation to boost awareness of fishing and boating among the Hispanic population from Bass Pro Shops. The donation was given in honor of former president George H.W. Bush. Said Johnny Morris, founder of Bass Pro, "By

supporting opportunities to invite everyone to go fishing, especially children, we're honoring everything President Bush has done to uphold our fishing traditions and invite future generations to enjoy this great sport." With the launch of VamosA-Pescar.org (Let's Go Fishing), the program aims to encourage a Hispanic audience to participate in fishing and boating. Contact: Stephanie Vatalaro, svatalaro@rbff.org.

ACR Survivors Join Club, Again

In October of 2013, Len and Lisa Rorke activated their emergency position indicating radio beacon (EPIRB) and became members of ACR Electronics Survivor Club after their sailboat lost steering. Not even six months later on April 25, the couple were 13 days into crossing the Atlantic heading to the United Kingdom. Their journey ended with two days of gale force winds and high seas which broke their sailboat in half and they were forced to take to a life raft. With the EPIRB in operation, they were saved by the U.S. Coast Guard and a ship tanker crew. To read the whole story, and others, visit www.acrartex.com/survivors/.



Ken Hammond, Chairman (2nd fr. r.) and President Frank Peterson (2nd fr. l.) of RBFF accept donation from Director of Conservation Martin G. Mac Donald (l.) and Marketing Director Maurice Brown of Bass Pro.

Calendar & Events

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NMEA's Conference Returns to Fort Myers

With a focus on new products and technology developments, The National Marine Electronics Association International Marine Electronics Conference & Expo will return to the Sanibel Harbour Marriott Resort, in Fort Myers, FL October 8-11. It will focus on training, new product introductions, and developments in the technology of marine electronics. The conference and expo is the largest event in North America for the marine electronics trade. Details are posted at www.NMEA.org.

Future Waterways Feedback Wanted

A new Future of Navigation / 21st Century Waterways initiative is underway to establish a framework for the transfer of data between and among vessels and shore facilities, and that integrates and transforms it into usable information. Digital advances have presented an opportunity to im-

prove current aids to navigation, information systems, and charting. The U.S. Aids to Navigation System mitigates transit risks to promote the safe, economic, and efficient movement of vessels by assisting navigators with determining their position, a safe course, and warning them of dangers and obstructions. The U.S. Coast Guard has established a feedback website for the initiative to record facts or opinions. To provide input, go to www.surveymonkey.com/s/21stCenturyWaterways.

SNAME Updates Annual Meet & Expo

The Society of Naval Architects & Marine Engineers have changed the name of its annual industry event from "annual meeting and expo" to the SNAME Maritime Convention. It will take place October 20 to 25 at the Hyatt Regency Houston (TX). Featured will be an International Maritime Forum, short courses for professional development, panel sessions and new product and technology demonstrations in the Expo Hall and National Ship Research Program (NSRP) Expo. For

schedule updates and listings of papers and abstracts, visit www.sname.org/SMC.

Fort Lauderdale Show Grows With Pier 66

Entering its 55th year, the Fort Lauderdale International Boat Show® (FLIBS), takes place from Oct. 30 through Nov. 3, attracting marine enthusiasts to the "Yachting Capital of the World." Several enhancements already have been confirmed for this year's show, including the addition of Pier 66 Marina, a full-service pop-up restaurant and the IGFA Sportfishing Lounge. Pier 66 Marina, cur-



rently undergoing upgrades, will be the show's seventh location and display brokerage yachts. FLIBS is owned by the Marine Industries Association of South Florida, and managed and produced by Show Management. Visit www.ShowManagement.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.