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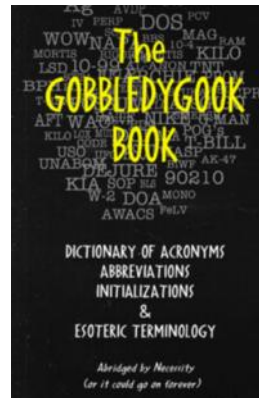
IBEX, FLIBS, BWIAWC Plans

Where would the boating industry be without acronyms? The time and effort saved in talking and writing in shorthand about many of our issues, processes and events is considerable ... but for those looking in on us, the use of acronyms might be viewed as *inconsiderate*. Over the next few months we hope our focus on acronyms will not engender acromony (get it?).

Plans have come together for our participation at the Tampa Boat Builder Exposition (IBEX) in late September – early October. We have focused on building a series of events that primarily take place on the opening day, but there is much more that writers will find interesting. Details are on the next page.

About a month later, many of us will head to FLIBS, the megashow for megayachts to more humble craft and everything that makes them and makes them go, including crew. We are finalizing details for BWI there, but have been advised that we'll be invited to participate again with the Marine Marketers for a lunch program on Thursday (October 30) and what has become a traditional Friday (All Hallows' Eve) morning breakfast hosted by our friends at ZF Marine. See page 3.

We'd be remiss without



We're not alone ... Author Franklin Fox on Amazon.com

mentioning the gathering of our electronics brethren at the NMEA Expo in Fort Myers, FL October 8 – 11. BWI sends several members to sort through a raft of new electronic product offerings there to spotlight the march of technology. And there's much to learn there about the state of the industry and how manufacturers and dealers are using "connectivity" to help us better utilize the whiz-bang products flowing to our boats (and that acronym would be NMEA2000 or NMEA2YK, go figure). More inside.

Writing Contest Teaser

Roughly one-third of our members participate in the BWIAWC (made that up to fit this column, but now you know it's the Annual Writing Contest), and it is being for-

ever fine-tuned to keep it relevant and to respond to the way our craft is evolving.

The Contest Committee has decided to add a Photography category based on response to the this year's member survey which indicated many of you are taking more pix these days. This will be for still images submitted, as are other entries, by uploading to the contest server. We are working out the logistics now.

Also being updated is the "Online" category which will now actively solicit entries of videos. The proliferation and simplification of acquiring video for use in media and marketing is a remarkable advancement. As it takes an ever growing role in all areas on the Internet, and members are creating and producing more of it, we will provide a place where the best work can be recognized. And we are making it easier to participate in this category by simplifying requirements. Stay tuned till early November when all details will be provided.

I hope to see you on the acronym circuit. Until then, CD-STD.

You can reach me at Alan@wendtproductions.com.

Alan Wendt
BWI President

IBEX Show Invites BWI Members

Opportunities to experience industry innovations, engage in seminars presenting boatbuilding methods and consumer issues, and network with both journalists and industry personnel are on tap for BWI members at this year's International Boatbuilders Exposition & Conference in Tampa, FL September 30 to October 2. BWI has coordinated with show management to bring these offerings to members, most scheduled for the opening day.

To launch the conference, legendary basketball coach Bob Knight will present a motivational speech on "Winning" at the annual Industry Breakfast on Tuesday September 30. Thom Dammrich, NMMA president, will deliver the State of the Industry address followed by the presentation of four important industry awards including, The IBEX Innovation Awards judged by BWI members, the NMMA Hall of Fame Award, the Exhibitor Video Awards, and the *Boating Industry Movers & Shakers* Award.

"Pitch the Press" is a unique

opportunity for media to meet with 15 to 20 exhibitors who have been chosen to briefly present a new product or service considered unique or innovative. During the one hour event, selected firms will be given 2 minutes to present their new product, or their company, followed by a 1

minute Q & A. All attending will be given a list of the presenting exhibitors plus a complete list of the Innovation Award entries for later reference and contact information. This takes place from 2 to 3 p.m. in Room 10 in the Convention Hall.

Members interested in craft improvement can utilize the IBEX seminar format. There is a wide offering of presentations that should be of 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 onboard hazards, improving air and water quality aboard to adapting new land- and water-based electronics for water-based use. Educational offerings are detailed at www.ibexshow.com/education-conference.php.

To wrap up the day, IBEX is staging a "Party for a Purpose" from 6 to 8 p.m. at the Sail Pavilion outside the Tampa Convention Center. The event will give media a



IBEX is known for its hands-on exhibits (above), well-attended general sessions and seminars (below) and where marine innovations make their way to market.

chance to network and learn about advocacy work for the boating industry while enjoying food, drinks, and entertainment. All exhibitors and attendees are invited. Anne Dunbar, IBEX Show Director, describes the function as, "The most social event of the show and an opportunity to learn about and get active in our industry's critical advocacy work in Washington, DC."

IBEX will have a working Press Room open throughout the show in Room 1 on the first floor. For those who may need lodging or other travel help, the show maintains a weblink at www.ibexshow.com/hotelinfo.php.

BWI members are asked to request a breakfast invitation, register for Pitch the Press and arrange seminar participation details prior to the show opening. To do so, or for questions and other media inquiries, contact Amy Riemer, amy@riemercommunications.com, 978/502-4895.



FLIBS Ready for Expanded Run

Now in its 55th year, the Fort Lauderdale International Boat Show® (FLIBS), which producers describe as the largest in-water boat show in the world, is set to take place from October 30 through November 3. Staged in the “Yachting Capital of the World,” the showcase of marine products and accessories spans superyachts to fishing boats, runabouts and boats for every budget.

Several enhancements for this year’s show include the addition of the updated Pier 66 Marina, a full-service pop-up restaurant at the Hall of Fame Marina and the IGFA Sportfishing Lounge in the Convention Center.

“Year after year our goal for the show is to enhance the overall experience for visitors and offer industry

professionals the best platform to conduct business,” said Efreem “Skip” Zimbalist III, CEO of Show Management, the company that manages and produces the show which is owned and sponsored by the Marine Industries Association of South Florida.

Making for easier navigation, the show features themed areas including the Performance Village, the Sportfish Village, CruiserPort, the Superyacht Experience, the Yachting Pavilion, the Yacht Builders Pavilion and the show’s Kid Zone, located at the Broward County Convention Center, featuring kids fishing clinics presented by Hook The Future. The show’s seven locations are connected by a land and water transportation network

offering several parking and transportation options.

For the latest FLIBS press releases, exhibitor news, hires images, media credential registration and more, visit the online newsroom, <http://media.showmanagement.com>.

Direct questions to Danny Grant, [dgrant@pierson](mailto:dgrant@piersongrant.com)

[grant.com](mailto:dgrant@piersongrant.com), or Marielle Sologuren, [mso-loguren@pier](mailto:mso-loguren@piersongrant.com)

[songrant.com](mailto:mso-loguren@piersongrant.com). BWI Supporting members and others planning events at the show should send details to

info@bwi.org to be included in a listing distributed to media just before the opening.



Image: Forest Johnson

NMEA Conference in Fort Myers

New products, training opportunities, new trends and face-to-face networking await attendees of the NMEA International Marine Electronics Conference and Expo, to be held October 8 - 11, in Fort Myers, Florida.

CEOs from several electronics firms will discuss “The Future of Our Market.” Moderated by Jim Fullilove, editor of the *Marine Electronics Journal*, participants will include Martin Kits van Heyningen of KVH Industries, Andrew Teich of FLIR/Raymarine and Leif Ottosson of Navico.

The NMEA Expo itself will



feature marine electronics manufacturers with a total of 50 companies expected to participate. With the waterside location, several manufacturers are bringing boats to demonstrate their products to the trade and the media. Hands-on education will provide introductions to new equipment features and capabilities.

A range of technical sessions are being offered. These in-

clude marine electronics installation courses, the NMEA 2000 Networking course, and manufacturer product training sessions.

A panel of BWI members will evaluate nominated products and select the NMEA - BWI 2014 Technology Award. Also presented will be the NMEA Product Awards and the manufacturer of the year award made as a result of a vote by members of the NMEA.

For more information visit www.nmea.org/content/2014_nmeaconf/attendee_info.asp. Contact Cindy Love, clove@nmea.org.

Active & Associate Member News

Bauman Team Shoots 58 Videos at ICAST

The staff of "Ladies, Let's Go Fishing!" (LLGF) News Casts scoured this year's International Convention of Allied Sportfishing Trades (ICAST) trade show in Orlando, FL to seek new fishing products from the women's perspective and scoped 58 videos to deliver their findings. Says LLGF founder Betty Bauman, "We noticed an exploding market for fishing kayaks, paddleboards and accessories. Manufacturers are paying attention to women's physical strength by offering light weight craft. The fly fishing

market continues to take a serious look at the women's sector. We saw a growth in compact underwater cameras due to increasing numbers of anglers who want to share the thrill of the catch with video."

Bauman offers her information for use by others. Videos are posted at www.youtube.com/playlist?list=PLgRIV_GIEQcN2yEELK17-Zp3_REZY1oH5. Contact her at info@ladiesletsgofishing.com.

Kenton Smith Moves To Freedom Boat Club

Freedom Boat Club, a boat club and franchise operation in North America, has tapped Wanda Kenton Smith as its new chief marketing officer. She will work with the Club's

executive team to develop and direct global American marketing activities, as well as manage marketing for its company-owned stores. Boat Club CEO John Giglio noted, "Hiring a senior level marketing expert was part of our future growth plans and is a significant step in our long-term corporate strategy." Kenton Smith previously owned her own marketing and communications agency, edited two consumer boating magazines and two B2B newsletters, and directed marketing for a boat manufacturer and dealer. A BWI member, she serves as president of Marine Marketers of America, chairs the RBLC Diversity Council and is a columnist for *Soundings Trade Only*. Contact her at wanda@kentonsmithmarketing.com.

DeMartini On Board for Dream Ride Rally

Marilyn DeMartini's PR Power public relations firm joined with The Dream Ride Experience to handle public and media relations for the kickoff event and the 2014 Dream Ride Rally that took place in August. DeMartini rode her Harley Davidson in the Rally from Palm Beach, FL to the finish, covering the event for motorcycle publication, *Thunder Press*. She also hosted an agency team where people contributed to her awareness and fundraising efforts. The Rally is a week-long fund-raising ride from South Florida to Connecticut to benefit Special Olympics. It culminated in a two and four-wheel weekend rally in Farm-



DeMartini (r.) with a Special Olympian/Buddy Rider on the Dream Ride Rally.

ington CT. See related video at www.youtube.com/watch?v=cHbi5aFfM9o&feature=youtu.be. Contact DeMartini at md@prpower.biz.

Martin Flory Hosts IBEX Media Event

Martin Flory Group will stage its signature Client Press Suite during IBEX in Tampa. It will be held on Wednesday, October 1 at Jackson's Bistro, starting at 6 p.m. in the Waterfront Room on the second floor. Jackson's Bistro is located at 601 S. Harbor Island Blvd., Suite 100, and is a short walk southeast from the Convention Center, across the bridge. The agency is also planning to welcome media to the Fort Lauderdale International Boat Show, October 30 to November 3. To arrange interviews with clients at any upcoming shows, or for questions or information, contact Kelly Flory at news@martinflory.com.



Bauman at ICAST with the Sport Fishing team, Dave Morrell (from l.), Doug Olander and Scott Salyers.

Supporting Member News

Beneteau Supports Sailing for ALS

Beneteau America was a supporter and sponsor of the Sailing for ALS campaign, led by Beneteau dealership owner Charles-Etienne Devanneaux of NAOS Yachts, in Marina del Rey, CA. Devanneaux and racing partner Fred Courouble traveled the 2,070 mile journey from San Francisco to Hawaii from July 8 to 21 as part of the annual Pacific Cup ocean race to honor the memory of their friend, Gilles Galerne, who lost a battle with amyotrophic lateral sclerosis (also known as Lou Gehrig's Disease) in 2012. The pair sailed a Beneteau First-30 R named "Thirsty." For information visit www.SailingforALS.com. Contact Maryline O'Shea, m.oshea@beneteau.com.

BoatUS, USPS Offer Free Weather Course

Weather for Boaters, a new online course from the United States Power Squadrons (USPS) and the BoatUS Foundation is available now to qualified media at no cost. The course is an easy-to-follow boater's guide to forecasting, winds and storms that will help any boat owner decide when it's time to go

out, head back in, or seek cover. Included is an understanding of weather elements such as air masses, fronts and winds, storms, squalls and fog, as well as interpreting cloud formations and wind shifts. Weather for Boaters is available to media until September 30. Go to www.boatus.org/us-power-squadrons/ and enter the promotional code "FREEPRESS." The course can be started and stopped at anytime. Contact Scott Croft, SCroft@BoatUS.com.

Awlgrip Partnering With Extreme Sailing

AkzoNobel has entered into a partnership to supply the Extreme Sailing Series™ – an annual global stadium racing circuit featuring high performance hulls. Bringing the action close to shore and increasing the pace on the water, the fast sailing event offers a fresh approach to the sport. The Extreme 40 catamarans that will be applied with Awlgrip® yacht coating are capable of reaching speeds usually reserved to motorboats even in medium wind conditions. The 40-foot carbon speed machines compete in races that do not exceed 15-20 minutes. Contact Kirstin Steffen, mediarelations@akzonobel.com.

Merc's New Website Talks in 13 Tongues

Mercury Marine recently launched its new global website, www.mercurymarine.com, designed to enhance

the consumer experience and provide a single online point of reference for all Mercury partners and consumers around the world. New features include optimization for desktop, tablet and/or mobile devices without any loss of content or usability, content translated into English, Spanish and French for North America, with 13 languages overall, improved navigation and design for better access to content such as engine information, videos, Boat House Bulletins, prop selector and global dealer locator. Contact Steve Fleming, Steve.Fleming@mercmarine.com.

Cruzin Cites Benefits From Flexible Rentals

Cruzin, the boater-to-boater rental and charter marketplace, reports growing interest in its flexible rental periods allowing members to rent vessels for a few hours up to an entire season, to match the boating experience they seek. While some rental companies require vessels to be returned by sunset, Cruzin owners offer rentals from a half-day to a week or longer. Rentals are offered for vacations, finding the right cruiser, sailboat, fishing vessel or ski boat and for testing by those shopping for a boat. Boats on www.cruzin.com are personally owned, and often include basic amenities. Contact Kelly Flory, news@martinflory.com.



Calendar & Events

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40th Year for Docks and Marinas

2014 marks the 40th consecutive year that the University of Wisconsin – Madison has presented Docks and Marinas for marina industry professionals. Marina engineers, planners, designers, owners, and operators will be provided with comprehensive coverage of key developments. It's scheduled for Fort Lauderdale October 28 – 29 just prior to FLIBS. Attendees are said to get high quality, objective, and useful information on such topics as expanding revenue, upgrading electrical, hurricane preparedness, design planning and more. Details at www.epdweb.engr.wisc.edu/Courses/course.lasso?myCourseChoice=P738.

Crew Symposium & Job Fair in Lauderdale

October 9 and 10 are dates for the Fort Lauderdale Yacht Symposium and Job Fair being held at the Convention Center. Entering its 2nd year, the event is targeted for businesses, professionals and crew in the yachting industry, and attracts business managers, junior & senior crew, consultants, regulatory authorities,

experts, developers and new in the industry talent. The agenda offers 21 sessions, a Networking and Collaboration Terrace, Job Fair and Mastermind Discussions, 10 role-based sessions and 11 industry sessions. For details, go to www.yachtsym.com.

Naples Boat Show Runs October 4 - 5

The Naples Boat Show Downtown, owned and managed by the Marine Industries Association of Collier County, will feature displays by marinas, boat dealers, and other marine related businesses in the Naples-Marco Island area. Hours are 10 a.m. to 5 p.m. both days and admission is free. Contact Tiffany Sawyer, director@miacc.org.

SNAME To Present 75+ Tech Papers

The technical program for the 2014 Society of Nautical & Marine Engineers' Maritime Convention (October 20-25 at the Hyatt Regency, Houston, TX) will feature over 75 technical paper presentations authored by marine industry experts on a wide range of issues, including fuel conser-

vation, pollution and noise control, repairs and maintenance, propulsion, vessel design and modeling, coatings, risk management, systems and software. The Convention will also feature product and technology demonstrations in the Expo Hall and a new National Ship Research Program (NSRP) Expo, alongside the traditional SMC Expo. Details at www.sname.org/smc.



Sail Industry Meets at Annapolis Show

US Sailboat Show Best in Show awards will be presented at the Sail America industry breakfast and Industry Meeting October 10 from 7:45 a.m. to 9:15 at the Marriott Waterfront in Annapolis, MD. Taking place during the US Sailboat Show (October 9-13), the breakfast meeting, sponsored by Annapolis Boat Shows and *Cruising World/Sailing World*, is open to all sailing industry professionals at no charge. Details at www.sailamerica.com/boat-shows/member-

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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.

