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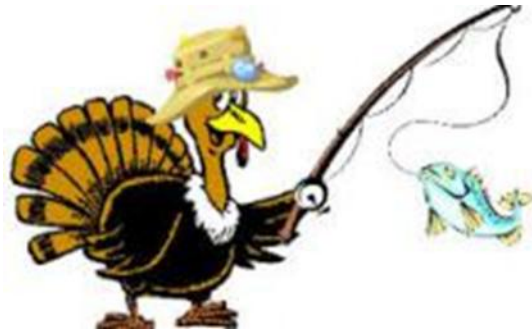
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## Turkey Sacrifice & Deadlines

Deadlines. I hate deadlines. Especially around the holidays. Shortened work weeks, factories closed, key sources out on holiday. That's why I'm URGENTLY seeking your attention. OK, go ahead and have the traditional Thanksgiving celebration. But, please start your homework right after digging into details of the BWI Annual Writing Contest, let us know if you care to stuff yourself into a Director's position (see page 2), and ladle-up on changing details of all the Miami shows.

Good news: The Annual Writing Contest is fully funded (that's \$17,000 in prize money looking for pockets). The list of categories, sponsors and details are on page 2. Examine your work from this year, find categories where it fits (most articles will have a home), and load it up to the contest server. Check with publishers to see if they will help in the process. Think about serving as a Contest judge. Absolute deadline for submissions is December 31.

The Miami boat shows are just two months away. Most in the industry know there are really two (some count three or four) of them. The Miami



**"Eat Mor Salmon"**

International Boat Show land operation is moving from Miami Beach to Virginia Key (which will also have on-water displays) and everything that's become habit there from hotels to transportation is no more.

The Yacht and Brokerage Show, now named "Yacht Miami Beach," remains at its traditional location on Miami Beach along Collins Avenue but adds a new Super Yacht port off the MacArthur causeway further south.

Strictly Sail stays at Miamarina in downtown Miami.

MIBS and SS are owned and produced by NMMA; YMB by Show Management and the Florida Yacht Brokers.

On behalf of BWI members, your Board of Directors is working with NMMA to eliminate some of the inherent hassles on the horizon. Please register now with NMMA for your credentials. You will

need the confirmation letter to take advantage of the early boat ferry or bus to the show that right now is reserved for exhibitors and media only. The BWI Writing Award and Newsmaker presentations will, as always, take place first thing on Friday morning at the new MIBS venue.

Many of our members (including Supporting Members who are typically exhibitors) will be working at YMB, MIBS and SS. The show managers are noodling connection points for transportation between all the venues. So it wouldn't hurt to study up on these details; you'll find links to much of this on page 6.

Recent terror events around the world remind me of how much we all have to be thankful for. We could be conflict correspondents, (been there done that) or writing about the fast food industry. Instead, we are blessed to work with creative PR and Marketing friends, all trying to put a positive spin on one of the most enjoyable recreational pursuits – boating. Happy Thanksgiving.

You can reach me at [Alan@wendtproductions.com](mailto:Alan@wendtproductions.com).

*Alan Wendt  
BWI President*

## '15 Writing Contest Fully Funded

BWI's Annual Writing Contest is open for business with all 17 categories fully funded. Enter

### Contest Categories & 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** – sponsored by American Boat & Yacht Council
- 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 Assn. of the U.S.

ing was simplified several years ago by uploading PDF files or URL links. All of the details are included in a brochure recently issued (at [www.bwi.org/downloads/BWI-Contest-15.pdf](http://www.bwi.org/downloads/BWI-Contest-15.pdf)). The electronic entry form (at [www.bwi.org/bwicontest](http://www.bwi.org/bwicontest)) provides the process for slotting the entry and paying dues by check or PayPal (credit card) or through a publisher.

Categories have been maintained as last year, though several were recently added or updated in 2014, including "Boating Photography," "Online Expressions" and "Gear, Electronics and Product Tests." All 17 divisions are noted at left with sponsors; complete definitions can be found in the brochure.

2015 marks the 23rd year of the contest which recognizes the best marine journalists in the world and presents cash awards to first- (\$500), second- (\$300) and third-place (\$200) scorers in 17 categories. Presentation of awards will be made at the

Miami International Boat Show during the BWI Annual Meeting in February 2016.

Each winner also receives a handsome recognition plaque noting "Excellence in creating compelling stories about the boating lifestyle through entertaining, educational and inspiring journalism." Certificates of Merit are presented to writers who score within 95 percent of third-place winners in each category.

### Contest Judges Needed

68 judges will score the entries. Last year's readers will be contacted, yet more will be needed, plus a handful of alternates. Judging is a great way to keep up on all the subjects, ideas and great writing that have taken place during the year. With the Contest in "the cloud," judging has been streamlined and simplified. Interested? Contact Contest chair Lindsey Johnson at [iamlindseyjohnson@gmail.com](mailto:iamlindseyjohnson@gmail.com) or Greg Proteau [info@bwi.org](mailto:info@bwi.org).

## Three Board Seats Turning Over

Elections for BWI Directors will be held in January. Three seats (that carry three-year terms) are coming open. Active and Associate members may run for Directors spots, and active and associate members will be asked to vote in the election.

Those who think they'd like to serve are encouraged to run. Duties include participation in two in-person director

meetings a year (no expenses paid), usually held in conjunction with Miami and Ft.

Lauderdale boat shows, availability for as-needed conference calls, and volunteering for assignments such as Committee chairperson, new product or writing contest category chair, etc. For more information, contact Greg Proteau, [info@bwi.org](mailto:info@bwi.org).

Candidates need to pro-

vide a brief summary, by mid-December, of their experience, qualifications and ideas to help BWI grow. Summaries are reviewed by the nominating committee which consists of the President, Immediate Past President and Executive Director. These are provided to the members along with the ballot when voting commences in January.

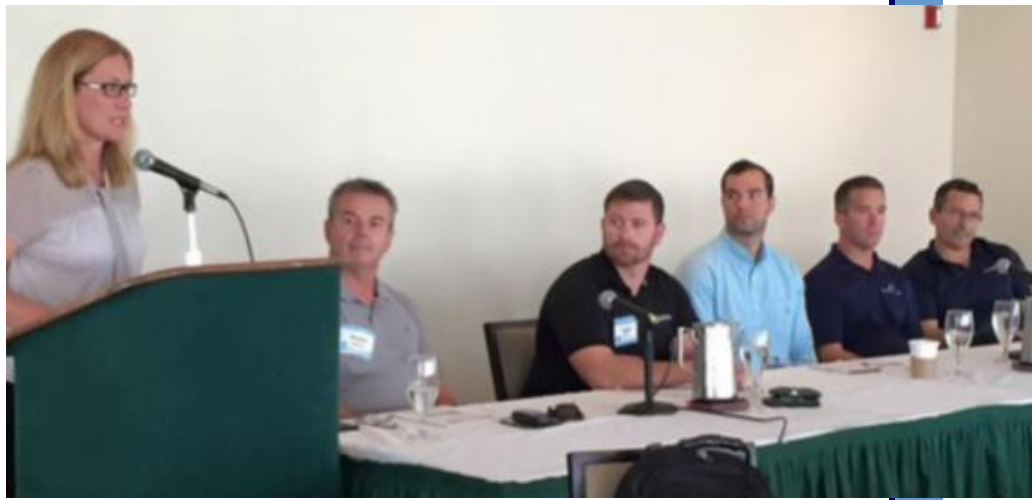


# Members Around & About Lauderdale



At BWI's Breakfast Social hosted by ZF Marine, Mark Conway (above from l.), Zuzana Prochazka, Paul Cronin, Peter Janssen, Bing O'Meara, Bill Sisson, ZF's Martin Meissner and Rich Armstrong enjoy the traditional European fare. Below: Jason Wood (from l.) with ZF's Don Hamann, Ben Ellison, Tiffany Doolittle, Alan Jones, ZF's Ruth Lane and Tom Serio.

Bottom row: At the Marine Marketers event, greeters included Jim Rhodes (from l.) Cindy Pechous and Mark Kellum; Marketing panelists discussing "collaborative consumption" were introduced by Pechous and included NMMA's Carl Blackwell, Sail Time's Ryan Remsing, Boat Bound's Chris Oetting, Freedom Boat Club's John Giglio and Boat Setter's Andy Sturner.





# Active & Associate Member News

**Robson's New Book Guides Caregiving**  
 Members may know Nancy Taylor Robson as a writer of sailing features and nautical books, but her latest effort addresses a subject many will confront in their lives. "OK Now What? - A Caregiver's Guide to What Matters," focuses on the interaction between human beings while taking care of the business of living at the end of life. It offers practical, experienced-based advice and tips on handling physical changes, identifies resources for finding help and tells stories of caregivers, family, friends, partners and neighbors. It's co-authored by Sue Collins who's been a hospice nurse for over thirty years. For more, go to <http://oknowwhat.net/>. Robson is also acquisitions editor for Head to Wind Publishing, a collaboration of writers. Contact her at [editor@headto windpublishing.com](mailto:editor@headto windpublishing.com).



added to the judges list. "Judging is a great way to see what's new in the boating products universe and share that with your readers," she says. Prochazka's email is [to-temgroup@msn.com](mailto:to-temgroup@msn.com). A new infographic shown below left has been developed to illustrate Innovation Award facts and history. For additional information, visit [www.miami boatshow.com/innovation-awards](http://www.miami boatshow.com/innovation-awards) or contact Rachel Timko, [rtimko@nmma.org](mailto:rtimko@nmma.org)

American media outlets. The line includes flats, bay and offshore models. It recently introduced new models and expanded production. Contact [info@martinflory.com](mailto:info@martinflory.com).

## Gainor Helps Town Become CG City

BWI member Lou Gainor has been involved in a Hull, MA city committee which, after applying two years ago, resulted in the town becoming a Coast Guard City. The effort was joined by Victoria Stevens, Curator of the Hull Lifesaving Museum ([www.facebook.com/Hull-Lifesaving-Museum-48864244333/](http://www.facebook.com/Hull-Lifesaving-Museum-48864244333/)), the town harbormaster and local Coast Guard Auxiliary.

## Bauman Awarded By Florida Writers

Betty Bauman, founder of "Ladies, Let's Go Fishing!", was presented with the Bass Pro Shops Pass It On Award by the Florida Outdoor Writer's Association. The award recognizes a FOWA member who has gone the extra mile to introduce others to the joys of the outdoors who otherwise may not have had the opportunity to do so. Bauman has spent 20 years creating and managing LLGF educational programs to help more than 8,000 women from 44 states enter the sport of fishing in a



**Bauman (r.) with Jill Borski of the FL Outdoor Writers.**

The program recognizes communities that support the Coast Guard across the nation. Hull has made special efforts to acknowledge service members assigned to Coast Guard Station Point Allerton, reaching out to their families to make them feel at home. There are less than 20 Coast Guard Cities in the U.S. Contact Gainor at [NauticalTalk@aol.com](mailto:NauticalTalk@aol.com).

## Miami Innovations & Details on Judging

Entries are starting to flow for 2016 Miami Boat Show Innovation Awards by companies that have launched, or plan to launch, an innovative product or technology. NMMA partners with BWI to provide knowledgeable and unbiased judges. BWI Director Zuzana Prochazka is the New Product Committee Award chairperson who coordinates member involvement with the judging routine. Members with expertise and an interest in becoming involved should contact her to gain consideration in being

non-intimidating atmosphere. "This is such an honor to be recognized for our contributions to enable women and families to enjoy this sport and learn conservation," commented Bauman.

**2016 INNOVATION AWARDS BY THE NUMBERS**

- YEARS IN EXISTENCE:** 27
- 17** Number of products awarded in 2015
- 31** Number of product categories
- 250** Potential number of awards per product entry recognized
- 60** Potential number of judges from whom a product must get 60% approval
- 3** Maximum number of judges a product entry must receive
- 68** Potential number of awards per product entry recognized
- NUMBER OF JUDGES:** 68
- TOP 5 PLACES YOUR ENTRY IS PROMOTED:**
  - 5 Social Media
  - 5 Boat Shows
  - 5 Trade Shows
  - 5 Boat Shows
  - 5 Boat Shows
- 18** Potential number of awards per product entry recognized
- 21** Potential number of awards per product entry recognized
- 250+** Potential number of awards per product entry recognized
- 97** Potential number of awards per product entry recognized
- Dozens** NUMBER OF MEDIA STORIES GENERATED BY INNOVATION AWARDS ENTRANTS IN 2015
- GET YOUR NEW PRODUCT THE RECOGNITION IT DESERVES!**

## Martin Flory Adds Boat Builder Account

Action Craft Boats has hired Martin Flory Group to represent and promote its boats to a broad range of North

# Supporting Member News

## Sea Tow Gains \$220,000 In Grants

The nonprofit Sea Tow Foundation has been awarded two grants from the Sport Fish Restoration & Boating Trust Fund, administered by the U.S. Coast Guard. The first for \$100,000 will fund the Foundation's national Designated Skipper campaign in 2016 which supports efforts to prevent Boating Under the Influence. The second for \$120,000 pays for the continuation of the Foundation Life Jacket Loaner Program, which has distributed more than 29,000 loaner life jackets to boaters since its launch in 2008. Boaters may borrow these life jackets from loaner stands positioned at typical boating entry points. Contact Cindy McCaffery, [cindymccaffery@seatow.com](mailto:cindymccaffery@seatow.com).

## NMMA Joins With FL Conservation Group

NMMA has become a conservation partner with the Fish & Wildlife Foundation of Florida to help bring attention to the importance of protecting the state's natural resources, particularly its waterways. As part of the partnership, NMMA will host the Foundation of Florida at the Miami International Boat Show. There the Foundation will showcase its Fishing Camp for Kids, Youth Conservation Camp and "I Do" campaign encouraging anglers to buy a fishing license. Foundation staff will be on hand to provide boat show attendees with information on responsible use of waterways and underscore how fishing li-

cense sales fund conservation and water access. Contact Christine Siervo, [christine@vinecommunicationsinc.com](mailto:christine@vinecommunicationsinc.com).

## RBFF To Grow Boat/Fish Learning Hubs

Many popular sports have a "place" with certified programs and instructors aimed at getting more individuals, particularly youth, involved such as golf, soccer and little league. As fishing lacks such infrastructure, the Recreational Boating & Fishing Foundation is planning to implement "Take Me Fishing" Learning Centers in densely populated areas across the nation. Using existing boating and fishing hubs, the centers would have a standardized curriculum with hands-on and on-the-water elements. RBFF's goal is to have several pilot locations in the coming year guided by staff, its Board of Directors, state agency employees and leaders in the boating and fishing industries. Contact Stephanie West Vatalaro, [svatalaro@rbff.org](mailto:svatalaro@rbff.org).

## Film Chronicles 30 Years Of Micron Paint

For over 30 years, boat owners have relied on the performance of Interlux bottom paints with Micron Technology from AkzoNobel. Chronicled in the new *Micron: Generations of Innovations* movie is the story of four generations, their passion for boating and the passing down of traditions, which is important to the boating experience and lifestyle. The short film premiered at the recent Fort Lauderdale Boat Show.



## Scene from Interlux's "Generations of Innovations"

Said Matt Anzardo, North American Marketing Manager, "Interlux builds on past successful formulations to deliver stronger, longer lasting protection today to keep boats - and families - on the water." See the video at [www.youtube.com/watch?feature=player\\_embedded&v=ZwAyIcj0BCK](http://www.youtube.com/watch?feature=player_embedded&v=ZwAyIcj0BCK).

## Beneteau Sails In China Cup Regatta

Beneteau America has returned from its first participation in the 9th China Cup International Regatta, which was held in Daya Bay, in late October. It is the first Chinese event to be listed on the "International Sailing Federation calendar", and also the largest one-design regatta in Asia. Every year, the event gathers over 100 crews from more than 30 countries. Team Beneteau America included president Laurent Fabre, sales manager for sailboats as skipper, Chris Doscher, and several dealers. The team ranked 9th in a field of 25 competitors. Contact Maryline O'Shea, [m.oshea@beneteau.com](mailto:m.oshea@beneteau.com).

# Miami Shows Moving Ahead

During the Fort Lauderdale Boat Show, producers of the traditional boat shows held each February in Miami and Miami Beach updated members of the media and others on their expansion and new branding plans for 2016.

## 75th Miami Int'l Boat Show & Strictly Sail

Formerly held at a centralized location on Miami Beach, "MIBS" will mark its 75th year at a new home based at the Miami Marine Stadium Park & Basin, February 11-15. The new location on Virginia Key is expected to showcase more than 1,200 new boats both on land and in-water. BWI is planning to have its regular Annual Meeting on Friday morning at the show site, including presentation of Boating Writing Contest Awards and a Newsmaker presentation for media.

Access to the new venue includes free park and ride options with dozens of pickup and drop off points for water taxi and shuttle bus service, located throughout Miami. Attendees can board a water taxi or shuttle bus from mainland hotels, park & ride lots, and Metro Rail stations in Downtown, Brickell and Co-

conut Grove areas. Visit [www.miamiboatshow.com/public-transportation](http://www.miamiboatshow.com/public-transportation) to view pick up and drop off points.

Strictly Sail Miami, a second location of the Miami Boat Show, will continue to be held at Miamarina at Bayside featuring more than 125 sailboats, dozens of daily seminars, and sailing gear.

MIBS, including Strictly Sail, is owned and produced by NMMA. Media can sign up for credentials to the show at [www.miamiboatshow.com/mediacenter/badge](http://www.miamiboatshow.com/mediacenter/badge).

## Yacht Miami Beach

Formerly known as the Yacht & Brokerage Show in Miami Beach, the 28th annual event which takes place February 11 - 15 has been branded as Yacht Miami Beach. As in the past, this event transforms Collins Avenue into a multi-million dollar presentation of yachts covering more than 1.2 million square feet of space along the Indian Creek Waterway. Yacht Miami Beach is produced in cooperation by Show Management and the Florida Yacht Brokers Association.

For 2016, YMB is adding a new location at Island Gardens Marina on Watson Is-

land to accommodate deep draft vessels up to 500'. The marina, located on the MacArthur Causeway, will feature a lineup of super yachts with entertainment, parking and transportation to Collins Ave. For details visit [www.showmanagement.com/miami\\_boat\\_show/event/](http://www.showmanagement.com/miami_boat_show/event/).



### Active Members

Sharon Abramson, Editor/PR Director, Ft. Lauderdale, FL  
 Kate Bush, Editor, Evanston, IL  
 Stephenie Hollyman, Writer/Author, Benicia, CA  
 Jeff Merrill, Freelance Writer, Seal Beach, CA\*

\* BWI now has two Active members named Jeff Merrill. The "other" JM is based in South Plainfield, NJ.

### Supporting Member

Marine Industries Association of South Florida, Patience Cohn, Industry Liason, Ft. Lauderdale, FL

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Send items to be considered for publication to Greg Proteau, [info@bwi.org](mailto: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.