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## It's a Bird, It's a Plane, It's a ...

Is the future of BWI up in the air? How will our organization stay on top?

Worry not my colleagues, the sky is not falling, however falling from the sky may indeed be your future.

With all the puns firmly intended, BWI is happy to announce that our Newsmaker program at the Miami Boat Show will focus on drones, unmanned aerial vehicles (UAVs) as one of the newest tools for journalists and boat marketers.

At least two of our members entered stories in this year's writing contest about boating and drones and the topic is getting a fair amount of attention in mainstream media thanks to Hollywood, Amazon and the FAA.

Technically you can't commercially fly a drone. That means taking still or moving pictures for a story, website, etc. with the drone and charging for that service is illegal. That hasn't stopped dozens of realtors from using aerial footage to market properties, and I'm sure you've heard of other professionals using drones in their line of work.

That includes writers and our boating manufacturing colleagues who recognize a shiny new object when they see one and want to be among the first to market this



Let go Alan, let go!

intriguing view from above. I myself may have become a scofflaw by inviting my neighbor who owns a drone along for a boat test. Curious about how they work, what kind of video and stills you can really get, I learned more in each 18 minute flight (that's how long the battery is good for) than you can begin to imagine. Most important lesson of the day, the GPS function that returns the drone to you in case the battery starts to fade or you lose sight to manually fly ET home, is worthless on a moving boat. Somewhere on the bottom of that body of water lies a very expensive camera and Phantom drone.

We are very fortunate to have a panel of expert fliers

from Miami Aerial Drones to demonstrate the newest drones, lessons learned and from our own membership, efforts to develop a code of conduct and ethics that journalists are developing in concert with the FAA.

The program on drones begins right after our awards presentation on Friday, February 13th at the Miami Beach Convention Center from 8 to 10 a.m.

As for our annual writing contest, a colossal thank you to the chairs, judges and of course Lindsey Johnson for coordinating the reading and scoring. Volunteering to read the entries helps expose us to some excellent writing from publications that may not be on our reading list. Judges become familiar with BWI members in different areas of our profession, and hopefully identifies future leaders who will serve this organization in years to come. As Vanna would say, Big Money, will be handed out to winners in Miami.

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

*Alan Wendt*  
*BWI President*

# Writing Contest Numbers Grow

All 17 categories in the annual Writing Contest were valid (requiring at least 10 entries) this year, with the Travel category gaining most entries at 31

followed closely by Lifestyles at 29 and Seamanship at



28. Overall final count was 349 entries by 134 entrants, both up slightly from 337 and 131, respectively, last year.

Newly-added category Boating Photography attracted a strong 21 entries in its first showing, while the revamped Gear & Electronics Tests pulled in 6 more articles and Online 4 more than a year before.

First- to third-place scorers will receive cash awards of \$500, \$300 and \$200, respectively, February 13 during the Annual Membership Meeting in Miami. A record 60 Certificates of Merit will also be announced in the press release issued in concert with the ceremony.

Categories and entry numbers are as follow:

- Boating Columns – 23
- Boating Lifestyles – 29
- Boating Profiles – 24
- Boating Travel – 31

- Boating Adventures – 17
- Boat Care/Maintenance – 14
- Ethics & Environment – 12
- Fishing – 17
- Boating Issues, News – 21
- Business of Boating – 14
- Seamanship, Rescue – 28
- Technical Writing – 23
- Boat Tests & Reviews – 25
- Gear, Electronics Tests – 17
- Boat Projects, Retrofits – 18
- Online Expressions – 15
- Boating Photography – 21

As the entry deadline passed on December 31, the judging phase of the contest took flight with 68 members volunteering to handle the reading and scoring. Results were due for the top three cash award entries and merit certificates (awarded to those who score within 95% of third-place) by January 19. This deadline allows time to produce and create the award plaques to be ready for the Miami presentation.

Cash awardees will be advised by email in early February that they “won something” and invited to retrieve it. Sponsors, noted nearby, will be invited as well to hand out the awards.

## 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** – sponsored by The BWI Membership

**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

## Media Events to be Listed by BWI

BWI collects and distributes media event information just before the Miami shows open. Though the list is not comprehensive, it offers Supporting and Associate members to get their events in the hands of BWI members who can then better plan their attack during the shows. Those holding a

media conference or product or service introduction, send details of the what, where and when by February 6 to [info@bwi.org](mailto:info@bwi.org).

When scheduling events, BWI kindly requests planners to avoid an overlap with its Annual Meeting which has a long history of being held on

Friday morning from 8 to 10 a.m. in the Convention Center. To check on other press events being scheduled, visit the respective shows media rooms.

Always check on last minute additions to the events list as well as double-check times and locations.

# Miami Media Events Preview

Dozens of new boat and product and service introductions, industry meetings and events take place in and around the Miami Boat Shows. BWI attempts to keep members apprised about those for which it receives advance information. Here are early details of BWI's plans and several from supporting members.

## BWI Annual Meet and Newsmaker Presentation

The traditional Friday morning gathering of writers, media supporters and wellwishers coupled to a newsy presentation and update from the marine electronics world is on tap for February 13<sup>th</sup> from 8 to 10 a.m. in Convention Center rooms A 204-205.

Boating Media's Dawn of Drones will include a panel of expert fliers from Miami Aerial Drones to demonstrate the newest drones, lessons learned and from the membership, and efforts to develop a code of conduct and ethics that drone users are developing with the FAA.

Friends at the National Marine Electronics Association will feed the ranks of hungry scribes as the breakfast sponsor and offer inside information on the world of marine electronics.

\$17,000 will be presented to writers of over 50 boating and fishing focused stories and blogs in print and on line judged by their peers as being the best in 2014. Another 60 journalists will be cited for Merit recognition.

BWI's annual event is open to all in the marine commu-

nity and requires no ticket for admission.

## Mercury Marine Hosts Several Media Gatherings

February 11, 5:30 to 7 p.m. at Marriott Hotel at Sea Isle Marina: Mercury Marine President John Pfeifer and Brunswick Chief Technology Officer David Foulkes will introduce multiple engines, followed by a brief technology discussion and a light dinner. Transportation will be available to the nearby FLIR cruise. On-water tests can be conducted at the Mercury slips at Sea Isle Marina each morning, Feb. 12-14, before the show opens.

February 12, 10:30 to 11 a.m., at Mercury Marine booth (M96) at MBCC: Pfeifer and Foulkes will again introduce engines to consumers and the marine industry. RSVP to Steve Fleming, [steve.fleming@mercmarine.com](mailto:steve.fleming@mercmarine.com), 920/979-7626.

## ACR Live Rescue

BWI members are invited to dinner and refreshments and see a live rescue on The Caprice, docked at the downtown Miami Hyatt (400 SE 2<sup>nd</sup> Ave.) February 11, 3:30 to 8:30 p.m. Also presented will be new programs from the National Safe Boating Council plus new survival gear from ACR. Transportation from MBCC available. RSVP to Nichole Kalil, [nichole.kalil@acratex.com](mailto:nichole.kalil@acratex.com), 305/458-7736

## Martin Flory Client Meetup Returns

The Martin Flory Group Client Press Suite will be in its

familiar location at the Marseilles Hotel, 1741 Collins Ave., near the MBCC. The event is at the back of the hotel in the Ballroom on February 12, starting at 6 p.m. Stop by for refreshments and a chance to meet new people. Staff is also ready to arrange meetings with clients at the show, or assist with any other editorial projects. Call 847-662-9070 or email [news@martinflory.com](mailto:news@martinflory.com).

## Marine Marketers Event

Marine Marketers of America will hold their annual meeting during MIBS on February 12 from 4 to 5:30 in the Convention Center. A marketing panel will also be presented. Save the date and check for details at [www.marine-marketersofamerica.org](http://www.marine-marketersofamerica.org).

## Furuno Offering Personal Presentations

Media is being invited to receive personal presentations and demonstrations of some of Furuno's new additions to the NavNet series and latest Instrument/Data Organizer. The company is arranging small-group "private screenings" at its MBCC exhibit location in the Electronics Room (booth #1690). Times are being offered on Thursday, Feb. 12th or Friday, Feb. 13th. RSVP by sending an email to [JeffK@Furuno.com](mailto:JeffK@Furuno.com).



# Miami Shows Need to Know Info



## Miami & Strictly Sail

Recognized as one of the world's largest boating events, the Miami International Boat Show runs February 12-16, 2015. Highlights of the 2015 boat show include the new outdoor Accessory Pavilion, on-the-water boat training, interactive workshops and hundreds of boat debuts.

Strictly Sail Miami at Miamarina at Bayside features virtual sailboat rides, free sailing lessons, the Vacation Basin providing information about get-aways and charter destinations, and free sail seminars from accomplished sailors.

The show is staged in three places, the Miami Beach Convention Center, Sea Isle Marina and Miamarina at Bayside and draws more than 100,000 enthusiasts from around the world, making it one of the



premier destinations for boaters and members of the industry.

Media badges must be picked up onsite during the show in the press office. Go to [www.miamiboatshow.com/press/badgerequest.aspx](http://www.miamiboatshow.com/press/badgerequest.aspx) to register.

For more information visit [www.MiamiBoatShow.com](http://www.MiamiBoatShow.com).

## Yacht & Broker Show

The 27th annual Yacht & Brokerage Show in Miami Beach takes place February 12-16 along Collins Avenue, across from the Fontainebleau and Eden Roc hotels. More than 500 new and brokerage yachts and a wide array of the latest marine technology and accessories, valued at more than \$1 billion, will be on display along the Indian Creek Waterway from 41st Street

to 52nd Street.

The show serves as an important event for Miami-Dade County's thriving marine industry. According to a 2014 economic impact study, Dade County's marine industry had an estimated economic impact of \$768 million in gross output, including more than \$278 million in wages and earnings and an associated 7,776 jobs.

Y&BS is managed, produced and co-owned by Show Management and co-owned and sponsored by the Florida Yacht Brokers Association. For more information visit [www.ShowManagement.com](http://www.ShowManagement.com). Media contacts are Daniel Grant and Marielle Sologuren, [dgrant@piersongrant.com](mailto:dgrant@piersongrant.com) and [msologuren@piersongrant.com](mailto:msologuren@piersongrant.com), 954/776-1999.

# Innovation Award Judges Named

NMMA and BWI announced the panel of judges for the MIBS Innovation Awards being presented during the Industry Breakfast on Thursday, February 12 at the Convention Center from 7:30-9:30 a.m.

The judges' committee is chaired by Zuzana Prochazka, freelance writer and photographer with regular contributions to SAIL, Sea, BoatUS and Cruising Outpost magazines as well as several websites.

Rounding out the panel are:  
- Alan Wendt is President of BWI, a frequent contributor to Lakeland Boating, and has judged the Innovation Awards at both IBEX and Miami for the

past twelve years.

- Ed Sherman is Education Director of American Boat & Yacht Council and also a contributor to Boating, Cruising World, Soundings, Professional BoatBuilder, and Yachting magazines.

- David Schmidt is Electronics Editor at Yachting Magazine, the Racing Editor at SAIL Magazine, the U.S. Racing Editor of [www.sail-world.com](http://www.sail-world.com), and freelancer.

- Liz Pasch is a "Great Looper" who freelanced until joining Southern Boating as Editorial Director in 2011.

- Nigel Calder is Technical Editor with Professional Boat-

Builder, Sail, PassageMaker, Yachting Monthly and Ocean Navigator. He is also the author of marine manuals.

- Alan Jones, Executive Editor of Boating World Magazine, has been with the magazine for 18 years.

- Lenny Rudow has been a writer and editor in the marine field for more than two decades and currently serves as Senior Editor for Dominion Marine Media and Electronics Editor for BoatUS Magazine.

Contact Rachel Timko, [rtimko@nmma.org](mailto:rtimko@nmma.org) for more information.



# Member News

## Lembo New Manager for IBEX Seminars

The International BoatBuilders' Exhibition and Conference (IBEX) has named Elaine Lembo as IBEX Seminar Manager for the 2015 event, September 15-17 at the Louisville Kentucky Exposition Center. She was previously with Cruising World magazine

most recently as deputy editor. Lembo's work has appeared in The Washington Post, The Providence Journal, and the Vineyard Gazette, magazines and on websites and social media. She is a fellow with the Metcalf Institute for Marine and Environmental Reporting at the University of Rhode Island Graduate School of Oceanography and is interested in sustainable boat design. Contact her at [Elaine@ibexshow.com](mailto:Elaine@ibexshow.com).

## Conservation Group Teams with Star brite

Star brite® has been named as Official Boat Care products of Coastal Conservation Association Florida. For more than 40 years, the company has been producing marine products ranging from cleaners to motor oils, adhesives as well as Star Tron® marine fuel treatment that wherever possible and practi-

cal feature biodegradable formulations. The objective of CCA Florida is to conserve, promote and enhance the state's coastal resources for the benefit and enjoyment of the general public. Every year, Star brite® provides products to help CCA Florida raise funds to protect saltwater marine resources. Contact Derick Cote, [press@starbrite.com](mailto:press@starbrite.com).

## Beneteau Sponsoring Inter-Collegiate Sailing

Beneteau America has announced its sponsorship of the Inter-Collegiate Sailing Association, the governing authority for sailing competition at colleges and universities throughout the United States and in some parts of Canada. "Beneteau's history is deeply rooted in performance sailing, and if we've become the leading brand in pleasure sailing in the market today, we certainly owe it to those young adults whose passion takes them sailing through college and beyond," commented Chris Doscher, sailboat sales manager. Contact Maryline O'Shea, [m.oshea@beneteau.com](mailto:m.oshea@beneteau.com).

## Seakeeper Gyros See Record Growth

Seakeeper has reported record growth in 2014. Shipments of the privately held company's gyros increased 46% over 2013 as more boat manufacturers added the units as standard and optional equipment on new builds while sales also came from refits. The company ex-

panded its markets in 2014 with five new models, scaled to fit a wider range of boats from 30 to 220 feet. The updated units are more compact than earlier versions and cost less due to improved manufacturing efficiency. For more information, go to [www.seakeeper.com](http://www.seakeeper.com); contact [news@martinflory.com](mailto:news@martinflory.com).

## NMEA Releases New Install Standards

The National Marine Electronics Association has published the latest edition, Version 4.00, of its Installation Standard, which contains information on new technologies, updated sections, and additional appendices. The resource is a tool and reference guide for installing any piece of marine electronic equipment. It includes two new sections covering Black Box and Cameras & Security installations. Standards now have a presence in the international marine electronics community due to the addition of

global references, such as IEC, IMO, ISO, and ITU. New language that defers to local regulations for AC and DC wiring, along with measurements and wire sizing listed in metric units, facilitates international use. Visit [www.nmea.org](http://www.nmea.org); or contact: Mark Reedenauer [mreedenaer@nmea.org](mailto:mreedenaer@nmea.org).



Seakeeper 5



# Calendar & Events

## Women's Sailing Convention, Feb. 7

Celebrating 26 years as a sailing education event for women on the West Coast, the Annual Women's Sailing Convention will be held February 7. With water and land-based workshops, the Convention has courses for the hard core to beginner at the Bahia Corinthian Yacht Club in Corona del Mar, CA. Presented by the Southern California Yachting Assn; sponsored by BoatUS. Details at [www.womenssailingconvention.com](http://www.womenssailingconvention.com), contact Scott Croft, [SCroft@BoatUS.com](mailto:SCroft@BoatUS.com).

### Job Board

Chesapeake Bay Magazine is looking for sharp boat savvy writers, well versed in the technical aspects of boating, the ins and outs of the boating industry, and/or cruising under sail and power. Bulk of magazine is devoted to recreational boating on the Chesapeake Bay, but pursuing stories related to the Jersey Coast, Delaware Bay and coastal Carolinas. How-tos welcome. Email questions to editor-in-chief [janie@chesapeakeboating.net](mailto:janie@chesapeakeboating.net).

## NMEA Conference Moves to Baltimore

The National Marine Electronics Association (NMEA) has announced that its 2015 Conference & Expo will be held September 29 to October 1 in Baltimore, at the Sheraton Inner Harbor Hotel. The Expo is the largest event in North America serving the marine electronics trade focusing on training, new product introductions, and technology developments in marine electronics. Visit [www.NMEA.org](http://www.NMEA.org); for exhibits or sponsorships go to [www.mcnabbmarketing.com/nmea/](http://www.mcnabbmarketing.com/nmea/).

## Radio Tech Group Plans May Confab

The Radio Technical Commission for Maritime Services Annual Assembly Meeting and Conference will be held May 3 to 8 at the Loews Annapolis (MD) Hotel. Technical sessions will be held for three days; committee meetings and workshops will be held throughout the week. Those with presentation proposals are asked to provide them now. Information at [www.rtc.org](http://www.rtc.org). Contact Bob Markle, [rmarkle@rtc.org](mailto:rmarkle@rtc.org).



### Active Members

- Mark Fusco, Editor, Madison, CT
- Robert Glover, Photographer, Nashville, TN
- Neville Hockley, Freelance Writer, Islamorada, FL
- Rick Honish, Freelance Writer, Sarasota, FL
- Ralph Naranjo, Writer/Lecturer, Annapolis, MD
- Andrew Schell, Writer/Broadcaster, Lancaster, PA
- Nadine Slavinski, Writer/Author, Tarrytown, NY
- Jeff Werner, Freelance Writer, Fort Myers Beach, 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.