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A Holiday of Good Outcomes

Thank goodness NMMA finally got the necessary permits and approvals for the Miami International Boat Show's move to Virginia Key. The daily saga of 11th hour dramas was resembling the Hallmark Channel's nightly line up of gooey holiday cookie cutter plots, knowing full well in the end that boy gets girl and the town Christmas is saved.

Thom Dammrich and the NMMA Show Team have earned this year's "And to all a good night!"

Keeping with the theme of traditional holiday movies, this is the week for "It's a Wonderful Life". The movie that depicts the rise, fall and renewal of George Bailey might be viewed as a parallel scenario for the boating business, and perhaps the boating media business. We're seeing some continued firming in the industry after some really tough sledding and the trickle down is nurturing a rebound for many of the BWI members. Let's hope it continues.

Despite the Holiday celebrations, it's time for getting your entries plugged into the Annual Writing Contest. Now that we are "digitized," the lure could be to wait until the final moments. You can, of course. Yet a rush to upload



Happy endings for Bedford Falls ... and the Miami Show move to Virginia Key.

This provides an additional buffer for those who may get delayed in the transportation routine. We'll start with the Writing Awards, then progress to "What Editors Want and How They Want It from Freelancers and Marketers," a joint effort with our colleagues from Marine Marketers of America and ably produced by BWI Director Michael Sciuella. More details will be provided as we near February.

can be disruptive to the servers we use so it may take a long time to do so; start a little earlier and have the option to spend more time around the eggnog bowl.

We have collaborated with the Miami Show team to make getting to the new venue on Virginia Key easier. BWI members who apply for credentials in advance will receive them by mail, then have access to bus or water taxi transportation earlier in the day, similar to exhibitors. Active members will receive instructions on how to do this in early January. It's a nice member benefit that won't be available to all boating writers.

The BWI meeting in Miami takes place on the traditional day and time – that's Friday morning February 12th. Doors will open at 8 a.m. and the program begins at 8:30.

Active and Associate members will also receive election materials in January. We have interest from four candidates for three openings. As this is a contested election, please take time to consider the credentials of those running and vote.

There is a position on the Board for a Past President which I will move to in February. Time for some younger, fresh faces to continue on with the BWI legacy. Some final thoughts on the past two years as your President next month.

For now, on behalf of the Board and myself, sincerest wishes for a Merry Christmas, and Happy New Year.

You can reach me at Alan@wendtproductions.com.

*Alan Wendt
BWI President*

Writing Contest Final Reminders

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.

BWI's Annual Writing Contest is seeing, as always, a flurry of entries in the final weeks of the year. To all entrants, remember that the hard-and-fast deadline for getting entries in is December 31 (and all submissions are electronically time stamped to clearly delineate when they are uploaded).

Each category requires 10 submissions to be valid and judgeable. Travel, Lifestyles and Seamanship often draw the highest participation, while Ethics & Environment, Business of Boating and Online Expressions see lower entries (and as a result, the odds of gaining awards improve). New and redefined categories last year – Photography and Gear & Electronics Tests – saw roughly mid-level entry action.

All of the contest details are included in a brochure accessible at [www.bwi.org/downloads/BWI-Contest-](http://www.bwi.org/downloads/BWI-Contest-15.pdf)

[15.pdf](http://www.bwi.org/downloads/BWI-Contest-15.pdf)). The electronic entry form (at www.bwi.org/bwicontest) provides the process for slotting the entry and paying dues by check or PayPal (credit card) or through a publisher. Reminder to publishers: there is a quantity dues discount if you sign up three or more of your writers at once.

Consider Judging

68 judges will score the entries. Last year's readers are being 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 or Greg Proteau info@bwi.org.

New Markets Group Plans Video



The New Markets Task Force of the Recreational Boating and Leadership Council is underway on a new educational initiative for 2016. The plan includes production of an industry training module which will incorporate a mix of updated new data and content including video segments featuring best practices by those successfully engaging and selling to diverse markets.

"For us to grow boating, we believe the equation must involve embracing and engaging new diverse audiences," said

New Markets Task Force Chairperson and BWI member Wanda Kenton Smith. "Our educational initiative is designed to share the latest facts and findings while bringing winning tactical strategies for industry consideration and potential adoption."

The educational initiative required private fundraising. Frank Peterson of the Recreational Boating and Fishing Foundation (RBFF) pledged \$10,000 seed money so long as additional funding was matched. A total of \$20,000

has been raised from four sponsors. Title sponsor is the RBFF, with platinum sponsors including the MRAA, NIMMA and Freedom Boat Club. The joint funds will be used to underwrite video production, while the content development and presentations will be contributed by volunteers.

Marine media successful in engaging and/or selling to a multicultural market are encouraged to share their stories. Contact Kenton Smith, wanda@freedomboatclub.com.

Supporting Member News

ZF Acquiring Two Bosch Gear Units

ZF is acquiring the industrial gears and wind turbine gearbox business from Bosch Rexroth AG. The acquisition includes the transmission product lines for mining applications and large construction machinery, offshore and marine applications, industrial plants and equipment as well as for cableways. These operations will be brought together in the new ZF Industrial Gears business unit based in Witten, Germany. Witten is also the production location of ZF's existing Wind Power Technology business unit which is headquartered in Lommel, Belgium. Contact Martin Meissner, MartinMeissner@zf.com.

Miami Show Move Sees Local Support

The Marine Industries Association of South Florida, along with seven other organizations that support the Miami International Boat Show, commissioned a poll of registered voters throughout Miami-Dade County revealing support for it and the move to the Miami Marine Stadium Park & Basin at Virginia Key. 87% of voters expressed their support for the Show to continue its presence in the community. Additionally, 51% vs. 23% favor moving the show from Miami Beach to Virginia Key, a move prompted by renovation work at the Show's longtime home, the Miami Beach Convention Center. When asked if they supported the move despite the Village of

Key Biscayne's widely-documented objections, respondents agreed by a margin of 46% to 31%. For additional detail, [click here](#).

RBFF Hosts Kids at Miami Boat Show

Recreational Boating & Fishing Foundation is showcasing its Take Me Fishing™ and Vamos A Pescar™ brands at the next Miami International Boat Show as part of a Kids Corner exhibit with fishing and boating activities for families.



TAKE ME FISHING™
takemefishing.org

Kids will have the opportunity to paint a Take Me Fishing™ or Vamos A Pescar™ t-shirt with fish patterns and take part in a Lifejacket Relay, among other activities. RBFF staff will also be handing out bi-lingual "Color A Fish" coloring books to attendees. 6,000 children under the age of 12 attended the Miami Boat Show this year. Contact Stephanie Vatalaro, svatalaro@rbff.org.

Mercury & Poveromo Aid Impaired Boater

Juan Carlos Gil has been boating for more than 20 years despite being born with cerebral palsy – he's also legally blind. But use of a wheelchair has prevented him from getting into the driver's seat. Recently in Miami, with the help of BWI member George Poveromo, host of World of Saltwater Fishing on NBC Sports, Gil



Juan Carlos Gil at the helm of the joystick-equipped boat with George Poveromo.

left his wheelchair on the dock and was introduced to the joystick piloting system from Mercury Marine. Gil said the Mercury Marine technology, "has empowered me to be out on the water and be on an equal playing field with everyone else." A video of the outing is posted at www.youtube.com/watch?v=fTw8daBZdtk&feature=youtu.be. Contact Lee Gordon, Lee.gordon@mercmarine.com.

NMEA Sets 2016 Conference Dates

Next September 20-22 is when the National Marine Electronics Association (NMEA) will stage its annual International Marine Electronics Conference & Expo in Naples, FL.. "A big thank you to our partners at American Boat & Yacht Council as they hosted their Electrical Certification Fast Trac the day before the NMEA conference," said NMEA Chairman Johnny Lindstrom. "This partnership has brought in many new faces to the NMEA, especially ABYC marine electricians." Details at www.expo.nmea.org.

Calendar & Events

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Miami Innovations

Due Early January

Writers can remind creators of innovative marine products that they should consider entering the 2016 Miami International Boat Show Innovation Awards. All the details can be found at www.miamiboatshow.com/innovation-awards. Entry deadline is January 6, 2016. Questions can be directed to Rachel Timko, rtimko@nmma.org.

Deadline Set for Marketing Awards

Marine Marketers of America's 2015 Neptune Awards will accept entries in 17 different categories. The awards, which recognize outstanding work in the marine marketing field, will be presented at the Miami Boat Show and are open to any company or organization producing and publishing marine industry marketing work in the 2015 calendar year. Deadline for submissions is January 8, 2016. Complete program details, including entry guidelines and the official entry form, are posted on the association's website: www.marinemarketersofamerica.org.



Annual Lauderdale Billfish Tournament

February 27, 2016 is the date of the 50th the Fort Lauderdale Billfish Tournament, owned by the Marine Industries Association of South Florida and benefiting the Marine Industry Cares Foundation. Described as the premier not-for-profit fishing tournament in the southeast, the tournament is sponsored by the Miami Marlins and combines a commitment to preserving the seas, cash prizes, a mandate of the release of billfish and the responsible take of fun fish. Details at www.billfish.org/event/fort-lauderdale-billfish-tournament/.

Women's Sail Confab Set for February 6

The Southern California Yachting Association (SCYA) will hold its 27th Annual Women's Sailing Convention on February 6, 2016 in Corona del Mar, CA. The day-long, ladies-only series of

shore and boat-based workshops offer beginners to experts a welcoming environment to learn more about all topics sailing. BoatUS has been the event's primary sponsor since its inception. Details and registration at www.WomensSailingConvention.com.



Active Members

Bruce Armstrong,
Writer/Author,
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Thomas Hale,
Writer/Photographer,
Green Cove Springs, FL

Jan Hein,
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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.

