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Hyped for Boat Season & Beyond

News Flash - Boating Season is just about here (says The Weather Channel) and the Miami Boat Show is only 11 months away.

First, given the lousy record-breaking winter in many sections of the U.S. (did you hear it was the warmest winter on record elsewhere?), we're hearing positive rumblings from members who just want to get back "out there" and builders saying boat shows have once again instilled promise in their sales-peoples' hearts. Obviously, we need to get through March Madness (some would say hockey season) to get people off the couch and back on the water, yet hope really does spring eternal in this business.

Understanding writers' shared penchant with Congress' for procrastination pertaining to deadlines, it's really important you hear this and act now. The Progressive Insurance Miami Boat Show is moving next year. Off the beach and south of downtown to Virginia Key, site of the Miami Marine Stadium Park and Basin. (Ok - take a minute to Google this because I couldn't place the location either.) This link from NMMA is a 3-minute preview to help



Image: www.portsmouthnh.com/photos/, Tim Hayes

set the stage: www.youtube.com/watch?v=nf2v4jOX7-l).

The urgency for you is in finding hotel space, keeping in mind that Virginia Key is not within walking or wading distance from anywhere. Producers have suggested, however, that upgraded water taxis will provide another transportation option between Miami proper and the show site.

For those of us unimpressed with art deco lobbies, too old to care about mirrored ceilings and crushed red velvet wall coverings, a new hotel venue sounds welcome. I was instantly lured to the rooftop poolside cabana at the 36-story luxury Conrad Miami dreaming about a Mojito. The magazine's accountant quickly red lined my excitement and the Homestead Motel 6 and a can of Red Bull is back on the radar.

Because many of our events

start early, run until late at night, be sure to factor in travel time, program in Uber and taxi numbers into your smartphones in advance and get a hotel nailed down.

Keep in mind that the Yacht and Brokerage Show will continue along Collins Avenue on Miami

Beach. In case you're wondering, that's 13.16 miles and a bunch of taxi receipts away. Strictly Sail will remain parked somewhat in-between at Miamarina at Bayside.

Now back to the allusion to Congress. For several years, NMMA has gathered industry professionals to DC to spread the word to legislators on what's needed to keep boating and fishing healthy. At the American Boating Congress, issues we often write about are addressed, like access, invasive species, ethanol mandates (see next page) and more. Details can be found at www.nmma.org/government/abc/default.aspx. Should you go? Maybe. Should you at least follow the issues? I think yes.

You can reach me at Alan@wendtproductions.com.

Alan Wendt
BWI President

Anti E15 Fuel Campaign Continues

Because there are fewer gallons of gas to blend with the mandated amount of ethanol under the Federal Renewable Fuel Standard (RFS), the nation has hit the "blend wall" at which point ethanol cannot be blended into gasoline at levels safe for all engines. In order to comply with the growing mandate, in 2010 the EPA approved the use of gasoline containing up to 15% ethanol (E15) for some engines – cars and light trucks 2001 and newer. E15 is now available in IL, IA, KS, NE, NC, ND, SD, MI and WI. But, this fuel is prohibited in marine engines, motorcycles, snowmobiles, and other small engines.

Currently there are no marine engines warranted to run on E15. Marine engine tests on new 2- and 4-stroke engines showed that significant temperature increases occurred using E15, as well as piston damage, misfiring, cracked

valves and deterioration of gaskets. With the potential to have both E10 and E15 dispensed from the same local fuel pumps, boaters are at risk of mis-fueling and voiding warranties.

Several bills have been introduced in Congress to reform or repeal the RFS and limit the amount of ethanol required in gas. There were also bills introduced in FL, ME, NH and OR that pursued the right to waive the mandate.

Representative Bob Goodlatte (R-VA) in February introduced The RFS Reform Act (HR 704). It would eliminate the corn-based ethanol requirements and cap the amount of ethanol at 10 percent.

Senators Pat Toomey (R-PA) and Diane Feinstein (D-CA) recently introduced legislation in the Senate that



would reform the ethanol mandate and stop E15 from spreading across the country. The bill (S. 577) coincides with HR 704 and suggests momentum is building against the ethanol mandate.

The efforts are supported by BoatUS and NMMA and a diverse coalition of stakeholder groups, but need the support of more members of Congress. To gain information or voice an opinion on the issue, go to www.votervoices.net/NMMA/Campaigns/38547/Respond, or <http://goo.gl/2H8vI9>.

BWI Firms Gain Marketing Awards

Marine Marketers of America (MMA) presented 2014 Neptune Awards for Marketing Excellence during the recent Miami International Boat Show. "There were 122 entries in 14 categories, our largest field ever," said Wanda Kenton Smith, president of MMA. "There was great diversity - entries came from companies large and small, sail and power, from insurance to fishing tournaments and everything in between. The standard of work overall was very high, and in the seven years of the Neptune Awards, this was the

toughest competition yet."

BWI Supporting members were recognized along with related creative firms. These included:

- Best Mobile Application: Yamaha Watercraft for "WaveRunner 2015 App"
- Best Digital Newsletter: Neptune Group Yachting for "The Neptune Pilot" created by Turnkey Communications and PR and DMT Design
- Best Email Blast: IBEX for "2014 Summer Series Campaign" created by CSG Creative

- Best Print Newsletter: Bimini Sands Resort & Marina for "Tidelines" created by Turnkey Communications and PR
- Best Regional/Local Marketing: SeaTow for "Life Jacket Loaner Program"
- Best Social Media Campaign: Mercury Marine for "Carol of the Bells."

To see all 2014 Neptune Award recipients, go to www.files.ctctcdn.com/ab201275401/d36a28f3-dc9a-46d1-9dd1-3b343bb31c1f.pdf.



SeaTow's Loaner Campaign Graphic

Supporting Member News

Xantrex How-Tos Feature Ed Sherman

Xantrex has built a repository of how-to and technical information in print and video formats for installers and do-it-yourselfers of inverters and chargers for marine, RV and commercial applications. This complements the company's "Tech Doctor" program designed primarily for end-users. Recently Xantrex collaborated with Ed Sherman, ABYC's director of educational programming, to share the organization's experience on electrical systems via a new video series. In the video series titled "Power Time," Sherman educates sellers and users about AC power products. To view the videos, go to www.youtube.com/playlist?list=PLVySY-vtyBV_L2QpSptSuAUJwhumPKPu. Contact Clara Garcia, Clara.Garcia@schneider-electric.com.

ACR Supporting "Saved by Beacon"

A new boating safety campaign by the National Safe Boating Council (NSBC), dubbed "Saved by the Beacon," explains the importance of emergency locator (406 MHz) beacons and how to use them correctly in boating emergencies. The campaign

was launched in Miami co-hosted by ACR Electronics. It will detail the difference between EPIRBs (Position Indicating Beacons) versus PLBs (Personal Locator) for life jackets and compare benefits with other communications devices such as VHF-FM (DSC) radios, GPS trackers and cellphones. Visit www.savedbythebeacon.com; contact Nichole Kalil, nichole.kalil@acrartex.com.

Beneteau Partners with SailTime in U.S.

Beneteau America announced its partnership with SailTime North America, a boat membership company, to bring Beneteau sailboats to their North American fleets. Two new sailboats have been ordered for the San Francisco and Marina Del Ray CA base locations. SailTime plans to add ten additional boats in six other base locations by 2016. "We are thrilled this partnership will give more people the opportunity to experience sailing on a Beneteau", commented Laurent Fabre, president of Beneteau America. Contact Maryline O'Shea, m.oshea@beneteau.com.

ZF Turns 100 With Major Acquisition

In September 1915, "Zahnradfabrik GmbH" appeared in a trade register marking this year as the 100th anniversary of the foundation of the ZF Group. The company now has a global network of 71,600 employees at 122 locations worldwide. ZF is

also engaged in the largest acquisition in its history with the purchase in the U.S. of TRW Automotive moving it into the top three in the global auto supplier industry. At the start, the company produced "gears and transmissions for aircraft, motor vehicles, and motor boats." Today's ZF portfolio includes transmissions, driveline and chassis components, complete axle systems and modules. ZF technology is used in passenger cars, commercial vehicles, construction and agricultural machinery, rail vehicles, and marine applications. The company also focuses on the wind power and electronic components business. Visit www.zf.com; contact Martin.Meissner, Martin.Meissner@zf.com.

RBFF Fishing Outreach Supported by Disney

The Recreational Boating & Fishing Foundation's (RBFF) Hispanic outreach campaign, Vamos A Pescar, received a \$50,000 contribution to boost awareness of and participation from The Walt Disney Company. RBFF launched www.VamosAPescar.org (which translates to 'Let's Go Fishing') in TX and FL in 2014 to increase participation in recreational fishing and boating among Hispanics. In its first 10 months, the site has received more than 300,000 visits and numerous awards. In April 2015, the program expands to include CA, IL and NY. Contact Stephanie Vatalaro, svatalaro@rbff.org.



Advertisement for ZF's "Knueppelgetriebe" (push stick transmission) from 1920



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IBI Unveils Job Portal

International Boat Industry (IBI) has announced the launch of IBI Jobs, a job portal dedicated to professionals and recruiters in the recreational marine industry. The stand-alone site at www.ibi-jobs.com, offers search options by category and location. Nick Hopkinson, publishing director of IBI, says: "With a worldwide readership, IBI can satisfy the demand for an all-encompassing recruitment service dedicated to the marine leisure industry. IBI Jobs provides an answer to those recruiters seeking a simplified and intuitive service solely for this niche sector." For more information contact Holly McNally, holly.mcnally@timeinc.com.

Mercury Launches New Media Newsroom

Mercury Marine has launched an all-new online pressroom dedicated to Mercury news and media relations. It will continue to be populated with press releases and photos of the new products as they are introduced. Visit www.mercurynewsroom.com/ for releases, image downloads, trade show and boat show coverage, and

more. To contact the Mercury communications team, use the form at www.mercurynewsroom.com/home/contact/.

Hurricane Prep Course Has Online Version

United States Power Squadrons and BoatUS Foundation have released the online version of Hurricane Preparation for Boaters -- Protect your boat from the next big one: storms, floods and wind. The interactive seminar focuses on developing a plan to protect boats from the onslaught of a hurricane. Covered are: Creating a hurricane plan; Evaluating the storm protection provided by marina or storage area; Determining if, when and how you move a boat; Steps needed before a hurricane approaches; and Securing a boat for hurricane conditions. The seminar is available for \$24.95 as are other USPS online seminars — Weather for Boaters, Partner in

Bree's Book Hits on April Fools' Day

Known for his pot-boiler tales, Marlin Bree's first novel hits the newsstands (so to speak) on April 1. "Dead on the Wind" has a clear connection to BWI-ers. The protagonist is a struggling young BWI member — Writing Contest Award winner — hired away from an Eastern magazine to get some good stuff going for a California title, except that his cover story involving a beautiful Aussie racer is about to be yanked from the press because she goes missing on her first unassisted trials on the Tasman Sea. Those interested in the outcome, or a review, can find more detail at www.marlinbree.com; contact him at marlin.marlor@minn.net.

Command, and Boating on Rivers, Locks and Lakes. For details, go to www.usps.org/



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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.