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Every Day Is Memorial Day

“Every day is Memorial Day” is the phrase you may have heard over the holiday weekend spoken by the spouse of a fallen or wounded service member or first responder. Or perhaps it

was voiced somewhere by a reporter filing a story about a veteran, police officer, fireman, EMT, etc. in national or local news coverage or in cyberspace. It reminds that many who have served – and their families and caregivers – live with the memories or the day-to-day results of actions undertaken to protect others. For them, it isn’t a finite time for reflection and appreciation, rather it is every day.

The boating business, like a number of others, endeavors to thank current and former military members and others for their service, often extending the recognition to their families. Many offer discounts or help in purchasing boating products or services. Some focus on hiring vets. Others provide on-water boating or fishing excursions intended to transport the participants away from on-shore concerns or routines. Product



There are also profiles of courage of veterans now in the industry, a few of which have featured BWI members. And, by the way, for all BWI members who have “been there,” thank you for your service!

donations are the route for suppliers who want to help others build boats for these purposes. All good.

And there are myriad other good works, maybe one-time responses, undertaken in boating. Boats and motors loaned during floods, auctions with funds earmarked for community support, fishing tournaments with proceeds to benefit medical research, programs to teach the disabled water skills, fundraisers for college tuition for kids losing a parent, waterway cleanups. The list goes on.

Boating writers and their publications have gotten involved in the recognition and organizational efforts. Sometimes it’s spreading the word that a particular offering or benefit is available. There are stories profiling current boaters and anglers who assist the programs, companies involved, the goals and results.

Part of the reason for these comments begs the question of could we do more, or establish some form of clearing house to identify the programs available – and perhaps encourage others to get involved or add new ones? BWI may not have the funds to help with any of the many worthwhile military service or civilian programs aimed at making life better for those in need. But, collectively we have the resources to get the word out, particularly in the boating arena.

With Memorial Day fresh in memory, perhaps this should be an organization goal for us. I’d appreciate hearing your thoughts on the subject.

You can reach me at Alan@wendtproductions.com.

Alan Wendt
BWI President

Statistics Show Boat Safety Trends

The U.S. Coast Guard recently reported its 2014 Recreational Boating Statistics, revealing boating fatalities last year totaled 610, the second-lowest number of yearly boating fatalities on record.

From 2013 to 2014, deaths increased from 560 to 610, an 8.9 percent increase, injuries increased from 2,620 to 2,678, a 2.2 percent increase and the total number of accidents increased from 4,062 to 4,064, a 0.05 percent increase. Even with these increases as compared to the record low year of 2013, 2012 to 2014 collectively set record lows for accidents, deaths and injuries.

The fatality rate of 5.2 deaths per 100,000 registered recreational vessels reflected a 10.6 percent increase from the previous year's rate of 4.7 deaths per 100,000 registered

recreational vessels. Property damage totaled approximately \$39 million.

"We thank our partners for their work in boating safety, particularly for the Wear It! and other key outreach initiatives promoting life jacket use, boating education efforts, and Operation Dry Water activities. Together, we focus on the important role of life jacket use, navigational knowledge and safe, sober boating to prevent accidents," said Captain Jon Burton, director of inspections and compliance at Coast Guard headquarters.

The publication states alcohol use was the leading contributing factor in fatal boating accidents; it was listed as the leading factor in 21 percent of the deaths. Operator inattention, improper lookout, operator inexperience, excessive speed and alcohol use ranked as the top five primary contributing factors in accidents.

Where the cause of death was known, 78 percent of fatal boating accident victims

drowned; of those drowning victims, 84 percent were not wearing a life jacket. Where boating instruction was known, 77 percent of deaths occurred on vessels where the operator had not received boating safety instructions. The most common types of vessels involved in reported accidents were open motorboats, personal watercraft and cabin motorboats. The vessel types with the highest number of fatalities were open motorboats, canoes and kayaks.

The Coast Guard reminds all boaters to boat responsibly while on the water: wear a life jacket; take a boating safety course; get a free vessel safety check; and avoid alcohol or other impairing substance consumption.

To view the 2014 Recreational Boating Statistics, go to <http://uscgboating.org/library/accident-statistics/Recreational-Boating-Statistics-2014.pdf>. For more information on boating responsibly, visit www.uscgboating.org.



Coast Guard Unveils Mobile Safety App



Safe boating needs are said to be addressed in a new mobile application from the U.S. Coast Guard.

Features of the app include: state boating information; a safety equipment checklist; free boating safety check requests; navigation rules; float plans; and calling features to report pollution or suspicious activity. When location services are enabled, users can receive weather reports, report the location of hazards on the water, and call the closest Coast Guard command center through an Emergency Assistance button.

The mobile app was not designed to replace a boater's marine VHF radio, which the Coast Guard strongly recommends all boaters have aboard their vessels. The app was mainly designed to provide additional boating safety resources for mobile device users.

Details and download links are available at www.uscg.mil/mobile/.

Supporting Member News

ACR Electronics Adds Ocean Signal

ACR Electronics, Inc. has acquired Ocean Signal, Ltd. The companies plan to combine their electronic engineering teams to develop the next generation of survival products for the maritime, terrestrial, military, and aviation markets. Together they offer Emergency Position Indicating Radio Beacons, Personal Locator Beacons, Search and Rescue Transponders, AIS Man Overboard Beacons, VHF radios, Searchlights, rescue strobe lights, pyrotechnics, and safety accessories. Contact Nichole Kalil, news@meltwaterpress.com.

Miami Show In "Top 100" Events

BizBash recently announced its annual "Top 100" events for Miami/South Florida, ranking the Miami International Boat Show as one of the most influential events in the "Trade Events, Expos & Conventions" category. BizBash also highlighted the boat show's move to the Miami Marine Stadium in 2016. To choose and rank the annual events on the "Top 100" list, BizBash looks at several factors, including economic impact, buzz, innovation, and prominence within the communities it intends to serve. For more information, visit www.bizbash.com/top-100.

Boat - Fish Campaign Notes Gains, '15 Plans

With its fiscal year beginning in April, the Recreational

Boating & Fishing Foundation (RBFF) reports its "Take Me Fishing™" campaign achieved high brand awareness of 43%, and drove a record 9.1 million visits to websites where consumers engaged with fishing and boating 'how to' and 'where to' content. The "Vamos A Pescar™" Spanish-language campaign, launched in 2014, reached nearly 400,000 website visitors, surpassing an annual visits goal. New is "#FirstCatch" where boaters and anglers can share their fishing memories and entered to win a fishing boat through May 25. Details at <http://news.takemefishing.org/FirstCatch>.

Boating Industry's 2015 Top Products

In its annual listing of the top products chosen by *Boating Industry* editors highlight a number of BWI Supporting Members products, all introduced or significantly updated since the beginning of 2014. Products were chosen based on factors such as impact on the industry, innovation and how they advanced their category. Cited were:

- Dometic's Smart Touch Integrated Intelligence Control (STIIC) allows owners to use a mobile device or computer to turn Dometic devices on or off remotely.
- Indmar's ROUSHCharged Raptor 575 is the first emissions certified catalyzed inboard to bring supercharging technology to the marine industry and produces the most torque ever offered in a towboat.

- Mercury Marine's 4.5L V-6 200 hp. sterndrive, featuring newly designed rear facing throttle body, anti-whistle throttle plate, engine cover and mounts, light-weight flywheel, fuel supply module, structural oil pan and Adaptive Speed Control.

- Suzuki DF200AP 200 hp. outboard with new features including the Keyless Start System, drive-by-wire electronic throttle and shift control and Selective Rotation for standard or counter rotation from any unit.

- Volvo Penta Forward Drive, designed with water sports in mind, with forward-facing dual counter-rotating props and adjustable-trim drive that pulls boats through the water with undisturbed water flow to the propellers.

- Whale S360EW 12V water heater that does not need connection to a generator, inverter or shore power. It fits in compact spaces, has a rapid heat up time and heat retention of up to 10 hours.

- Yamaha 19-foot FSH series, its first jet-powered, center console family fishing boat available in a base model, Deluxe and Sport variations. All three come with Yamaha's 1.8L High Output marine engine.

More information at <http://www.boatingindustry.com/top-stories/2015/05/01/boating-industry-2015-top-products/>.



Dometic's STIIC



Indmar's Raptor



Whale's 12V Heater

Writer's Resources

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NMEA 2000 Update

The NMEA 2000® Standards Committee has updated and improved the internationally accepted network standard. Edition 3.10 adds 19 new Network Messages including 12 for Audio/Entertainment and 3 for AIS such as Man Overboard, Heave, Watermaker, Heartbeat and user-defined alerts. Other changes include consolidation of certification levels, enhancements to application notes and new testing documents. Contact Mark Reedenauer, reedenaue@nmea.org.

New Online Course Preps for Hurricanes

With hurricane season starting June 1, a new online course will help prepare for approaching storms. "Hurricane Preparation for Boaters," available from the BoatUS Foundation for Boating Safety and Clean Water and the United States Power Squadrons, can be taken from a desktop, tablet or smartphone by going to www.BoatUS.org/courses. Other hurricane planning tools at www.BoatUS.com/hurricanes, include guides for marinas, boatyards and clubs.

Contact Scott Croft, SCroft@BoatUS.com.

Future Materials Area Added at IBEX '15

A hands-on exhibit will be a new feature at the 25th International BoatBuilders' Exhibition & Conference (IBEX) focusing on "Future Materials." Curated by editors from *Professional Boat-Builder* and *CompositesWorld* magazines, this collection of new materials, processes, and technologies will be gathered from a wide variety of sources including marine, aerospace, and automotive industries, plus some applied academic research and development. The trade event takes place September 15 – 17 in Louisville, KY. To obtain a press badge for IBEX, media may register in advance by contacting Amy Riemer, amy@riemercommunications.com.

ABYC Consolidates Warning Labels

The American Boat & Yacht Council (ABYC) has released new, consolidated boat warning labels. The average new boat has numerous warning labels, the same

- **GASOLINE VAPORS CAN EXPLODE. BEFORE STARTING ENGINE:**
 - OPERATE BLOWER for 4 minutes
 - CHECK THE ENGINE COMPARTMENT for gasoline vapors by sight and smell.
- **OPERATE BLOWER** to clear gasoline vapors from engine compartment when engine is at idle, while below cruising speed and after stopping engines
- **CARBON MONOXIDE (CO) CAN CAUSE BRAIN DAMAGE OR DEATH.**
 - Engine and generator exhaust contains odorless and colorless carbon monoxide gas.
 - Signs of carbon monoxide poisoning include nausea, headache, dizziness, drowsiness, and lack of consciousness.
 - MOVE TO FRESH AIR if anyone shows signs of carbon monoxide poisoning.
 - See Owner's Manual for additional information regarding carbon monoxide poisoning.
- **CHECK WEATHER FORECAST BEFORE DEPARTING DOCK** and heed all weather advisories.
- **WEAR SAFETY LANYARD** at all times while operating boat to prevent unmanned boat operation.
- **NEVER OPERATE WHILE UNDER THE INFLUENCE** of drugs or alcohol.

model may have more or fewer labels in dissimilar locations, and with unique appearances. Research found that the high number of labels diluted the importance of individual warning messages and they are often removed for aesthetic reasons. Labels can be reviewed at www.abyc.org/warnings. Contact media@abycinc.org.



Active Members

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The **BWI Journal** is produced by and for members of Boating Writers International, 108 Ninth Street, Wilmette, IL 60091. (847) 736-4142. www.bwi.org.

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 boating associations.

