

Inside this issue:

Electronics Expo Set for Baltimore	2
Lauderdale Show's New Logo, Website	
IBEX Innovations	3
CSI Achievers	
Active Member News	4
Supporting Member News	5
Calendar & Events	6
New Members	

Pitch the Press Has Legs at IBEX

Who sees, or seeks out, more of the “new” in boating than BWI members? Nobody or no entity I can think of. Some of our members may wish that the push side of boating would dial back their delivery of information about products, services, etc. of what’s new, or what they perceive as new. On the other hand, many of our members rely on this flow of information to write about, blog or post on their findings and interpretations to maintain their cash flow.

Boat shows and trade shows do their part to work with exhibitors to identify what’s new or evolving. We use that information to seek them out at the events or connect with the sources.

Knowing all that, we thought members would find a fast, new product introduction routine helpful at boating events. It became the Pitch the Press sessions at the recent IBEX shows. It gives the product introducers a chance to put new wares in front of the media, and media the advantage to review what’s new and follow for details if they wish. It worked well, though it only reaches a limited number of writers who include IBEX on their travel schedule.

The “Pitch” efforts are an extension of the judging BWI members do for the Innovation Awards. You can see the IBEX award results on page 3 inside. As the judges investigate the entries on the show floors, they’ll often find other



BWI judges at IBEX (from l.) Gary Reich, Roger McAfee and Mike Vatalaro with a Motor-Guide rep. Photo: Alan Wendt.

new items, services or processes that are innovative, but may not be entered into the award program.

Is there a logical extension of this? Should we attempt to stage Pitch events at Fort Lauderdale and Miami? Could the routine be translated for those unable to attend, perhaps through a YouTube post? Would broader distribution of news by us somehow diminish the value of the effort by writers who do the legwork at the shows? If you have thoughts on these subjects, please send me an email.

Big Shows’ “News”

Our industry’s premiere boat shows in Florida are undergoing changes which probably everybody knows, but at the risk of being redundant, here’s the latest which will affect writers’ travel plans.

FLIBS dates have been pushed back slightly beyond the traditional Halloween timespan to November 5 to 9. The rationale is that this moves the dates beyond hurricane season and lessens the chance of having a big storm hurt the event, as has occurred in the past. What you need to know is on page 2.

The Miami International Boat Show moves from Miami Beach to Virginia Key and the Miami Marine Stadium Park venue February 11 to 15, 2016. BWI is leaning to having its annual meeting and presentation of the Annual Boating Writing Awards at a Thursday evening event on February 11 adjacent to the show site. Stay tuned for details

You can reach me at Alan@wendtproductions.com.

Alan Wendt
BWI President

Electronics Expo Set for Baltimore

Beginning a three-day run on September 29, at the Sheraton Inner Harbor Hotel in Baltimore, MD, the NMEA International Marine Electronics Conference & Expo offers technical training, on-water demonstrations of electronics products and face time with manufacturers at the equipment and services Expo, which will be spread over

two afternoons. All information is posted on www.expo.nmea.org.

Training and technical sessions will include both manufacturer-specific sessions and special topics, including: NMEA

2000 Engine Interfacing, US Coast Guard Electronics Update, ABYC Electrical Standards Update, Bathymetric Generation, Advances in CHIRP Technology, Internet of Things/Signal K, NOAA Charting, and NMEA Standards Update, including One-Net® and NMEA 2000®.

A panel of CEOs from marine electronics companies will respond to questions about a variety of issues impacting the industry and market. The discussion will take center stage on day one following the training sessions and before exhibits open.

On Tuesday and Wednesday mornings, attendees can schedule demo boat rides with specific manufacturers to

see products in action. The marina is a short walk from the Sheraton.

Thursday afternoon features a reception and tour aboard the Impossible Dream, a 60 foot sailing catamaran designed by and for disabled sailors. Several NMEA members are donating their expertise and products to install a NMEA 2000 network on the boat, which will be cruising the East Coast with the goal of spurring innovation and accessibility.

Thursday evening is the revamped product awards banquet with entertainment starting at 6 p.m.

For more information, contact the NMEA office at 401/975-9425.



Baltimore's Inner Harbor

FLIBS Sports New Website, Logo

Organizers of the Fort Lauderdale International Boat Show (FLIBS) have launched a new website, FLIBS.com, and debuted a new show logo.

Features of the new website include a clean, sleek, modern design, a content-rich site experience, mobile compatibility, and easy-to-navigate functionality. Website visitors can now easily search for boats on display as well as exhibitor information, purchase tickets and VIP packages, and access important information such as parking tips, where to stay, and a schedule of special events. The 56th annual Show takes place in the "Yachting Capital of the World" from November 5 to 9. FLIBS calls itself the



world's largest in-water boat show, covering seven locations with nearly 1,500 boats displayed across more than 3 million square feet of exhibits

The event is owned and presented by the Marine Industries Association of South Florida and managed and produced by Show Management.

Media Registration

To register for media credentials for FLIBS visit: <http://media.showmanagement.com/fort-lauderdale-international-boat-show-2015-media-credentials>. Credentials can be picked up from Wednesday, November 4 through Monday, November 9 at show Media Center located on the 2nd Floor (a new location) of the Bahia Mar Hotel, 801 Seabreeze Blvd. Advance registrations can be made until October 23.

Media questions can be directed to Daniel Grant or Marielle Sologuren, 954/776-1999; dgrant@piersongrant.com or msologuren@piersongrant.com.

IBEX Innovation Awards Presented

During the International BoatBuilders' Exhibition and Conference (IBEX), 2015 IBEX Innovation Awards were presented. Selection was made by a BWI-member judging team including Alan Wendt (lead judge), Zuzana Prochazka, Roger Marshall, Roger McAfee, John Page Williams, Mike Vatalaro and Gary Reich.

"We thank Alan Wendt and all of the BWI judges who did a terrific job on identifying the most innovative products on display at this year's IBEX Show," said Anne Dunbar, IBEX show director. "We congratulate all of the winners and all of the companies who participated in this year's Innovation Awards program."

The awards program recognizes significant contributions in marine industry innovation and product development. The selected products were drawn from 90 entries. IBEX Innovation Awards were made in the following categories to recipients noted:

Boatbuilding Methods & Materials:

Xtreme Tower Products/
Marine Accessories Corp.,
Mixed Media Parallel Hinge
Tower

Deck Equipment & Hardware:

Dowco, Easy-Lift

Furnishings & Interior Parts:

Syntec Industries LLC, Elage

Mechanical Systems:

Termodinamica SRL, Termodinamica VRV10

Electrical Systems:

Bocatech Inc., BTI 5LEDSW-BF

Outboard Engines:

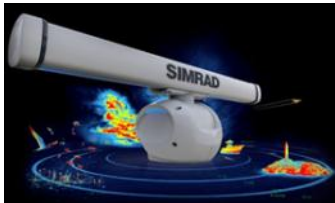
Attwood Corporation, MotorGuide X5 with VRS

Propulsion Parts & Propellers:



Mercury Marine, Flo Torq SSR-HD

OEM Electronics:



Simrad-Navico, Halo Pulse Compression Radar

Boat Care & Maintenance:



Reverso Pumps Inc., Automatic Outboard Flush System

Honorable Mention:

OEM Electronics: Medallion Instrumentation Systems LLC, Malibu Surf Band

Environmental Award:



Blue Gas Marine Inc., Natural Gas Hybrid-Fuel System

Customer Satisfaction Index Awards

NMMA announced recipients of the 2014/2015 Marine Industry Customer Satisfaction Index (CSI) Awards for excellence in customer satisfaction during the recent IBEX show. Recipients achieved and maintained a standard of excellence of 90 percent or higher in customer satisfaction over the past year, based on information provided by customers. BWI Supporting members recognized included:

- Beneteau USA: Sailboats
- Formula: Sterndrive Bowrider Boats, Sterndrive Cuddy & Express
- Indmar: Inboard Engines
- Mercury: Outboard Engines, Inboard Engines, Sterndrive Engines
- Suzuki: Outboard Engines
- Volvo/Penta: Sterndrive Engines
- Yamaha: Outboard Engines

Contact Kelly Kaylor, kkaylor@nmma.org.

Active & Associate Member News

Doyle Promoting Birds-At-Sea Data

Word is getting out among cruisers worldwide to help report back on the birds they see at sea. The "SeaBC" is a citizen science project coordinated by long-distance bird-watching sailors from around the world (www.birdingaboard.org). Reports are contributed to Cornell University's eBird database (www.ebird.org), so boaters' sightings become a resource for scientists and conservationists worldwide. Boaters are asked to photograph any birds seen at least two miles from shore, followed by a snapshot of their navigation display's coordinates if their camera is not geo-tagged.

"The reports and photographs that are starting to come in are phenomenal," says founder and BWI member Diana Doyle. The SeaBC is a Clean Wake Project of the Seven Seas Cruising Association, an Environmental Program of the Ocean Cruis-

ing Club, and a Project of the Blue Planet Odyssey. For information and images, contact Diana Doyle, diana@birdingaboard.org.

Martin Flory Adds Troll Motor Client

Flover has hired Martin Flory Group to help debut its line of electric trolling motors in North America and increase its market saturation in Europe. Flover engineers and manufactures fresh and salt-water electric outboard motors ranging from 33-55 lbs. of thrust. For more detail go to www.martinflory.com.

Bauman Reports On ICAST Trade Show

Almost 13,000 fishing industry representatives visited the largest-ever ICAST (International Convention of Allied Sportfishing Trades) in Orlando in mid-July where BWI member Betty Bauman reported on her Facebook blog. At an industry breakfast, Mike

Nussman of the American Sportfishing Association set a goal to grow the nation's anglers from 46 to 60 million in the next five years through a Recruitment, Retention and Reactivation (R3) plan. Partners will include Disney, the Recreational Boating &

Fishing Foundation (RBFF, TakeMeFishing.org, VamosaPescar.org) and the Boy Scouts of America. A Special Report released by the RBFF indicated 47

percent of first-time fishing participants are female, reinforcing the women's side of the market on the industry's radar.

The staff of "Ladies, Let's Go Fishing!" (LLGF) visited exhibits to look for products suitable for the market of women, families and beginner anglers and reported results. More information is on www.ladiesletsstofishing.com.

Home Port Signs Several New Clients

Home Port Marine Marketing has added new clients for the consultancy's product market development and PR services: Brigham Floats, LLC of Baltimore, MD, manufactures the Corcl™ paddle boat; Quick Cleat, LLC of Saint Paul, MN, manufactures Quick Cleat™; Raptortek, Inc. of Melbourne, FL, makes the Intelliboat® Boarding Ladder Sensor.

In addition, the nonprofit Salty Dawg Rally™, which hosts free rallies along the U.S. East Coast and to the Caribbean for sailors with blue water experience, has chosen Home Port to provide services. For more information visit www.home-port-marine.com.



Media Invited to Take Online Radio Course

Scott Croft of BoatUS is reminding boat operators – and media – that a cell phone aboard is handy, but it doesn't have the ability to get the fastest rescue response compared to a VHF radio.

"All About Marine Radio," the newest online course by the BoatUS Foundation and US Power Squadrons, instructs how to use standard VHF radios as well as newer Digital Selective Calling (DSC) VHF radios and also serves as a refresher. The course is normally \$24.95, but for qualified members of the boating media, the Foundation offers it at no cost.

To take the course, go to www.BoatUS.org/courses; Select "All About Marine Radio" and click "Get Started Now" to complete the registration; In the upper left hand corner click on the PayPal icon and enter the coupon code "FREEPRESS."

Croft welcomes feedback on the radio course as well as the others: Hurricane Preparation for Boaters, Weather for Boaters, Partner In Command, and Boating on Rivers Locks and Lakes. Media can access these at no cost using the above code. Contact him at scroft@boatus.com.

Supporting Member News

Cruzin & Boatsetter Merge P2P Operations

Boatsetter and Cruzin, serving the peer-to-peer (P2P) boat-sharing market, have merged. The combined venture will carry the Boatsetter name with a unified brand that incorporates the Cruzin look and feel. Jaclyn Baumgarten is the new CEO of Boatsetter and Andrew Sturner the executive chairman. The company will maintain headquarters in South Florida and Silicon Valley. The new company is described as combining the rental mechanics of Airbnb with the on-demand labor dynamics of Uber: captains get more work, owners offset their cost of ownership and renters get experiences on private boats at competitive prices. For details contact info@boatsetter.com.

Seakeeper's New Logo

Seakeeper has unveiled a new global brand identity, symbolized by a re-imagined combination mark. "Seakeeper has built tremendous brand equity," said Maggie Meredith, marketing manager. "The fresh, new look reflects the cutting-edge technology we're continually developing



SEAKEEPER

and offers the flexibility needed to support new possibilities and corporate directions." Within the past year, the company introduced a new line of gyros, expanded its global sales and service network, and increased its

engineering and manufacturing facilities to a total of 90,000 sq. ft. Most recently, it released the first battery-powered model, the 3DC. Contact marketing@seakeeper.com.

Sea Tow Involved In Pilot SAR Effort

Sea Tow's Eastern Connecticut operation participated in the signing of a Memorandum of Agreement (MOA) between U.S. Coast Guard Sector Long Island Sound and the region's Commercial Towing Assistance Providers recently in New London, CT. The MOA signing was the culmination of a pilot Search and Rescue (SAR) training program for commercial towing operators, harbor-masters, fire and police departments that included classroom sessions and on-water, hands-on training utilizing USCG assets. Sea Tow captains who participated in the program now are officially certified to aid USCG SAR operations. For information visit www.sea-tow.com.

KVH Chosen For New Megayacht

KVH Industries reports that its TracVision TV8 marine satellite television antenna system has been chosen by Monte Carlo Yachts as the preferred satellite TV system for the MCY 105, the newest and largest offering in the Italian boatbuilder's luxury line. The 105-foot megayacht is scheduled to be introduced at several European yachting shows beginning in Septem-



Monte Carlo 105

ber 2015. Compatible with nearly all Ku-band direct-to-home (DTH) services around the globe, TracVision is said to enable yacht owners to enjoy their favorite satellite TV programming with affordability and convenience. Contact Jill Connors, jconnors@kvh.com.

Furuno Giveaway Linked to "Likes"

For every 1,000 new "Likes" Furuno hits by the end of 2015, they will randomly draw a name from their entire Facebook Fan base and give that winner a GPI670F Chart Plotter/Fish Finder combo unit, valued at \$700. If the Facebook page hits 15,000 "Likes" by December 31st, they will up the ante by giving away one of their recently introduced NavNet TZtouch2 12.1" MFDs, valued at \$4,000. They will also be giving out hats and t-shirts along the way. To join in on the 15K Fan Fest Giveaway, visit www.Facebook.com/Furuno.



Calendar & Events

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C-Map, B&G Demo At Annapolis Sail

New compatibility of C-Map MAX-N+ 2015 cartography with B&G Zues2 MFDs and Glass Helm systems is said to bring sailors Jeppesen's global chart library with content and features developed to enhance the sailing lifestyle. Those attending the Sail Show in Annapolis October 8-12 can meet with Ken Cirillo in Tent 6 to see a demo on a live unit. To set an appointment call Cirillo at 508.360.2275, or contact Ron Ballanti at strikezne@earthlink.net.

Beneteau Giveaway Marks 30 Years in U.S.

Beneteau announces the giveaway of a new First 22 sailboat during the upcoming Sailboat Show in Annapolis, as part of its 30th Anniversary of boat building in the U.S. Show goers who purchase their tickets online are eligible to win and will be automatically entered. On-site participation will be open during show hours. At the closing of the Giveaway Period, a random drawing will determine the winner of the new craft with a retail value of \$29,900. The grand prize will be displayed on land during

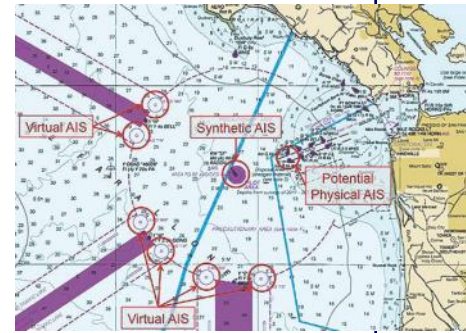
the show. Contact Maryline O'Shea, m.oshea@beneteau.com.

Angler Wrangler Fundraiser October 3

The Guy Harvey Ocean Foundation and "Ladies, Let's Go Fishing!" invite outdoor enthusiasts to attend the Angler Wrangler HoeDown, a western style fundraiser Saturday, October 3, 5:30-8:30 p.m. at Alligator Ron Bergeron's Green Glades Ranch in Weston, FL. Features are the Otter John Wild Animal Show, appetizer contest, dinner and an auction/raffle. Reservations start at \$75. For information contact fish@ladiesletsgofishing.com.

Survey Asks Input On Aids to Navigation

Last March the Coast Guard began operating 25 "virtual" and "synthetic" electronic aids to navigation (eATONs) in San Francisco waters with a goal to improve safety and efficiency. Some of these electronic waterway signposts mark the ship-traffic lanes outside the Golden Gate Bridge. The eATONs are only "visible" to vessels



equipped with Automatic Identification System (AIS) technology currently found on large commercial vessels and a small portion of recreational boats. A 25-question online survey seeks comment from recreational boaters to see if they will benefit from the changes. It's posted at www.survey-monkey.com/s/21stCenturyWaterways, and due by the end of the year. For more detail, contact Scott Croft, SCroft@BoatUS.com.



Active Members

Robert Beringer, Writer/Author, Jacksonville, FL

Mark and Diana Doyle, Writers/Authors, Hopkins, MN

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 ad agencies.