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## Power of Networking at Shows

One of the most important boat shows on our radar, Fort Lauderdale, is coming up quickly. Then the winter show blitz begins, and after all the regional and local events, many of us will be heading to Miami for The Big One.

Assuming the NMMA makes good on its promise to enhance transportation – no matter what the press releases said, anyone who experienced the insane water taxi lines and bus chaos knows that while the venue was awesome the transportation was not – it should be another fantastic year of checking out hot new boats. Yet in the past week people have asked me if I'd be at Fort Lauderdale, and if I'd be at Miami.

Would I cease to exist, if I missed either of these shows? Heck no. But sort of, yes.

A boating writer missing one of these shows is a) conspicuous by virtue of his or her absence; and b) missing out on an incredible opportunity. I've missed only one Fort Lauderdale in the past 23 years, I haven't missed a single



**BWI's annual FLIBS breakfast hosted by ZF Marine proves networking is not painful. Last year there, shoulder-rubbers included Bill Sisson (from I.), ZF's Martin Meissner, Tom Serio and Rich Armstrong.**

Miami in the same time frame, and barring illness or disaster I wouldn't dare miss either.

These shows represent the single biggest networking opportunity of the year. Manufacturers and their reps, press of all sorts, and industry insiders are bouncing around the docks like ping-pong balls in a Lotto machine. Both freelancers and staffers can use these opportunities to reinforce relationships, make new ones, and see enough new products to fill the well for months to come.

Yes, yes, I know, attending these shows is expensive. For freelancers in particular, it's a

big bite out of the budget. But during the seven years I freelanced I never once left either of those shows feeling like it hadn't been a worthy investment.

In fact, one year (just to prove it to myself) I tabulated how much I spent (\$1,480) versus assignments I could directly attribute to the show (\$2250 for one-offs and \$375 a month from a brand new client). Does that seem like a worthy investment to you? I thought so.

I hope that any old-timers who might be thinking about skipping the shows this year will reconsider. For those of you who are new or relatively new to BWI, I can't encourage you enough to go to these shows. And if you see me on the docks, stop and say hi – I'd love to meet you, and develop one more new relationship at the fall and winter boat shows.

You can reach me at [ultan-gler@aol.com](mailto:ultan-gler@aol.com).

**Lenny Rudow**  
BWI President

# Fort Lauderdale Show Rolling Out



**FLIBS main location around Bahia Mar is joined by another seven locations. Photo: Forest Johnson.**

The 57th annual Fort Lauderdale International Boat Show takes place from November 3 to 7, 2016. Covering seven locations with more than 3 million square feet of exhibit space, the show's network of water taxis, riverboats and shuttles transport visitors to see an extensive array of marine products and accessories from super-yachts, fishing boats, runabouts and boats to fishing gear, marine art, jewelry and more. Attractions include live water sport demonstrations, a schedule of fishing and boating seminars and workshops, and many other attractions dedicated to the boating lifestyle and the businesses that support the industry. The show is owned and presented by the Marine Industries Association of South Florida and managed and produced by Show Management.

Numerous media events are scheduled during the show, several noted below and on page 6 plus others included on an events list maintained at [www.media.showmanagement.com](http://www.media.showmanagement.com) under the "Special Events" tab. Media contacts are Danny Grant [dgrant@piersongrant.com](mailto:dgrant@piersongrant.com) or Lexi Robinson [lrobinson@piersongrant.com](mailto:lrobinson@piersongrant.com), 954/776-1999. An updated events list will be distributed to BWI members early in the week the show opens. As always, double check event details, including times and locations. Visit the FLIBS press room for last minute additions.

To register for media credentials for FLIBS visit: [www.media.showmanagement.com/fort-lauderdale-international-boat-show-2016/media-credentials/](http://www.media.showmanagement.com/fort-lauderdale-international-boat-show-2016/media-credentials/). These can be picked up beginning November 2 at the onsite media center on the second floor of the Bahia Mar Hotel, 801 Seabreeze Boulevard; credentials will be available at the onsite media center only and cannot be picked up from any other show site.

## BWI Breakfast Social

Celebrating its 5th year, ZF Marine is again hosting the "best kept secret" of the Fort Lauderdale boat show for BWI members on Friday November 4. Marketing Manager Martyin Meissner notes, "Come and join your fellow scribes in ZF Marine's air conditioned tent for a European breakfast complete with all the trimmings, including Bavarian Weisswurst! Get into

the show while things are still quiet, enjoy a great breakfast with fellow BWI members, and then hit the docks ready for your day." Breakfast runs from 8:30 to 9:30 a.m. Friday November 4 at the ZF Marine booth – 1042, right beside the Engine Tent and just inside the South Gate entrance to the show at Bahia Mar. RSVP to [martin.meissner@zf.com](mailto:martin.meissner@zf.com).

## Marine Marketers Lunch

Join Marine Marketers of America for lunch during the FLIBS, network with marine industry col-

leagues, and hear NMMA President Thom Dammrich's keynote presentation featuring the best practices and case studies involving five leading marine industry businesses who have successfully engaged and are actively selling to Hispanic, African American and Asian markets. Learn these companies' strategies and tactics for success ... and catch the latest demographic and economic trends in these fast-growing market segments. Dammrich will wrap-up this session with late-breaking news and developments regarding the 2017 Miami International Boat Show. Sign up at <http://marinemarketersofamerica.org/>. Contact [wanda@kentonsmithmarketing.com](mailto:wanda@kentonsmithmarketing.com).

**FL**  
FORT LAUDERDALE  
INTERNATIONAL  
BOAT SHOW

# 2016 IBEX Innovation Award Winners

IBEX 2016 Innovation Awards were announced during the trade event in early October. The Awards honor achievement in product development in 13 areas of the marine industry. Winners were selected from a field of 85 entries by a panel of judges from BWI.

"We would like to thank Alan Wendt and all of the BWI judges for participating in selecting the award winners," said Anne Dunbar, IBEX show director. "These Awards highlight the importance of innovation for our industry, and IBEX is honored to recognize the companies who continue to create dynamic new products."

Wendt, co-chair of the judging effort said, "Two of the industry's biggest growth categories, tow boats and pontoons, were well represented with products to enhance the enjoyment and manufacturing process." Others on the judging team were co-chair Zuzana Prochaska, Gary Reich, Frank Lanier, Craig Ritchie, Peter Robson, John Wooldridge, and Capt. Lou Gainor.

This year's award recipients included:

- Boatbuilding Methods & Materials: Banova, 3A Composites Baltek Inc.
- Deck Equipment & Hardware: *Dual Winners* - Roswell Marine, Triton Board Rack; T-H Marine Supplies, Snapflex LED Stern Navigation Light
- Furnishings & Interior Parts: Kenyon International Inc., Texan Grill with IntelliKen Touch Control



**Mercury Vessel View App**



**Pettit Sea Gold Treatment**



**Volvo Easy Drain (Image: Power Boating Canada)**

- Mechanical Systems: Xylem, Rule Bilge Pumps
- Electrical Systems: Mercury Marine, Electronic Steering Helm

- Inboard Engines: Volvo Penta, Easy Drain
- Outboard Engines: Honda Marine, BF6
- Propulsion Parts, Propellers: Mercury Marine, Vessel-View Mobile App
- Boat Care and Maintenance: Pettit Paint, SeaGold
- OEM Electronics: *Dual Winners* - Garmin USA, Fantom 6; Wet Sounds Inc., Syn-Dx 6 -Dsp.
- Environmental Award: Fire-boy-Xintex Inc., CG / MA and GA 3M Novec 1230 Fixed Fire Extinguisher.

## Pitch the Press

In a related new product presentation session dubbed "Pitch the Press," rapid-fire presentations of 15 new boating-related innovations were drawn from earlier Innovation Awards and items that attracted attention from judges on the show floor. Emceeding "Pitch" this year was BWI Director and 2nd V.P. Alan Jones who said, "The event itself went really well. We had a pretty good mix of interesting products and the writers that attended seemed to think it was worthwhile. The presenters did a good job of showing up on time and keeping their presentations short. Start-to-finish it ran about 50 minutes."

The end result gives boating writers a quick review to see what's heading to the marketplace and alert their readers, and industry buyers a close look at items they may want to add to their distribution chain.



# NMEA Excellence & Tech Awards

The marine electronics industry honored manufacturers with product awards at the annual National Marine Electronics Association (NMEA) International Marine Electronics Conference & Expo, held in September. Top products were named for both the Product of Excellence Awards and the Technology Award. More than 450 marine electronics manufacturers, dealers, distributors, media and others from the U.S. and abroad attended the three-day event.

NMEA members selected the Product of Excellence Award winners through an on-line voting process. There were 16 product categories this year. The category of Manufacturer of the Year – Support – went to Garmin for the second consecutive year.



**Furuno's Doppler solid state radar.**

Other awards:

- Autopilot - Garmin GHP Reactor
- Satellite TV Antenna - KVH TracVision TV3
- Multi-Function Display - Garmin GPSMAP 8624
- AIS - Garmin AIS 600
- Radar - Furuno DRS4D-NXT
- NMEA 2000® Sensor - Actisense NGT-1
- Fish Finder - Garmin GSD 26
- Marine App - Aids to Navigation - Garmin BlueChart 2.0



**KVH TracVision and TracPhone (above) and ACR's EPIRB (right).**



- VHF Radio - Icom IC-M506
- App-Technical - Garmin Helm
- Satellite Communications Antenna - KVH TracPhone V3-IP
- Camera - FLIR M618CS
- Underwater Lights - Lumishore EOS SMX152
- Multimedia Entertainment - Fusion AV750 Marine Stereo System
- Commercial - Furuno FAR2117 IMO Radar
- Safety & Security - ACR GlobalFIX V4 EPIRB

## 2016 Technology Award

Furuno's DRS4D-NXT Doppler solid-state radar was selected for NMEA's Technology Award from among 10 nominated products. The annual award scores new products based on innovation, benefit to boaters, practicality, and value. An independent five-person panel of judges selected the winner. Judges included Certified Marine Electronics Technicians Don Ehrlich of Yachtronic, Brian Brousseau of Dockside

Electronics and Dave Luce of Atlantic Marine Electronics, along with editors Chris Woodward of *Sport Fishing* magazine and Jim Fullilove of *Marine Electronics Journal*.

Judges said they chose the NXT Radar for its Doppler technology which makes understanding the radar display easy for boaters and enhances boating safety by tracking targets using ARPA, turning targets red if they're threats, while indicating their direction. Beam width can be synthetically adjusted for maximum target separation, and the radar helps fishermen close in on the catch through its auto bird mode. The NXT's compact 24-inch radome makes it suitable for a wide range of both power and sail boats.

NMEA announced that the 2017 International Marine Electronics Conference & Expo will be held September 26 - 28 in Bellevue, WA, part of Seattle's Eastside. The venue will be the Bellevue Hilton Hotel.

Contact Mark Reedenauer, [info@nmea.org](mailto:info@nmea.org).

# Supporting Member News

## Vic Porter Enters Boat Hall of Fame

Longtime BWI Supporting member and chairman-patriarch of Formula Boats, Vic Porter joined the NMMA Hall of Fame at the recent IBEX show. The NMMA Hall recognizes individuals who have made substantial and lasting contributions toward the advancement of the marine industry. Porter's marine career began in 1957 and involved creation of popular

Supply to West Marine Pro. As the professional brand of West Marine since 1978, Port Supply established itself as a marine distributor and a partner to thousands of marine businesses all over the world offering 110,000+ products to business-to-business wholesale accounts. The new brand is said to better align the company's B2B side with the brand recognition of its retail business. Contact Margo Donohue, [margod@westmarine.com](mailto:margod@westmarine.com).

## ABYC Goes Online For Learning Platform

The American Boat & Yacht Council (ABYC) has launched a new online marine training platform which hosts multi-module courses, interactive learning tools and on-demand webinars. Students will have the opportunity to learn at their own pace and save in travel expenses to attend on-site courses. Current live courses include basic marine electrical and corrosion mitigation, marine accident investigation and ABYC supplement 56 webinar. Additional courses are under development, many of which are free and will earn students continuing education credits. Visit [www.abycinc.org/onlinelearning](http://www.abycinc.org/onlinelearning); contact Shannon Seipp, [sseipp@abycinc.org](mailto:sseipp@abycinc.org).

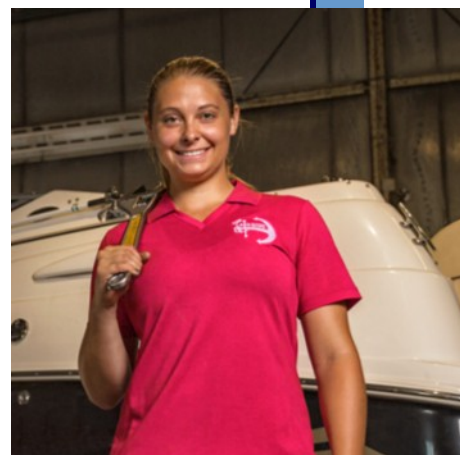
## Merc Mechanic Is Female Trailblazer

Mercury Marine has long partnered with the Marine Mechanics Institute in Orlando to produce technicians, including Kaitlyn Schneider

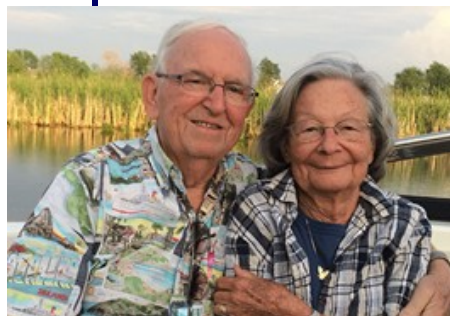
who's been working for the past two years at Lakeside Marina in Oshkosh, WI where she was the first female to apply for the true technician position at the store. "When I got into high school, I decided to take small engines classes because I loved boats," said Schneider. "While girls were taking economics and art, I was taking motor classes." After graduating from MMI, Schneider moved back home to Wisconsin and searched for her first job, landing it at Lakeside as a rookie mechanic. See the story at <https://youtu.be/Uorb2lrJlU>

## IBEX Announces Partnering With METS

During IBEX, RAI Amsterdam, owners and producers of The Marine Equipment Trade Show, announced that they purchased a 50% stake in IBEX from WoodenBoat Publications Inc., publisher of *Professional BoatBuilder* magazine. RAI will partner with NMMA to produce future IBEX events. While IBEX and the METS will continue to maintain their focus and identity, a new goal will be to foster international growth in attendees, exhibits and sponsorships. Jim Miller, publisher of the magazine, said, "Our entire team is extraordinarily proud of the positive impact we've made on the boatbuilding and repair industry by launching IBEX 26 years ago." Contact Amy Riemer, [amy@riemercommunications.com](mailto:amy@riemercommunications.com).



**Kaitlyn Schneider was the first female to apply for the technician position and be hired at Mercury dealership Lakeside Marina.**



**Vic and Kristine Porter, Image: Formula Boats**

brand names such as Duo, Crownline, Signa and evolution into Thunderbird/Formula. He was active in boat industry organizations and locally in the Decatur, IN area with volunteer efforts in industrial park expansion, the Boy Scouts, a college and hospital. Porter serves as chairman of the company with family members as managing executives. For additional detail, go to [www.formulaboats.com/blog/nmma-hall-fame/](http://www.formulaboats.com/blog/nmma-hall-fame/).

## West Marine Renames B2B Commercial Unit

West Marine has changed the name of its professional customer business from Port

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# Calendar & Events

## Comp Registration for BWI at SNAME Confab

SNAME is offering active BWI members complimentary registration to its 2016 Maritime Convention, November 1 - 5 at the Hyatt Regency Bellevue in Bellevue, WA. The convention includes technical presentations and panel discussions on a wide range of topics. There will also be an Expo Hall featuring the latest tech, products and services. Visit [www.sname.org/smc/program/schedule](http://www.sname.org/smc/program/schedule) to browse the convention schedule. To get comp registration, contact Alana Anderson, [aanderson@sname.org](mailto:aanderson@sname.org) or 703.997.6705.



## Boat Pumpout Money Available for Marinas

Marinas, boat clubs or fuel docks with a working pumpout provide a vital service, however installing a pump and costs to maintain one can be high. A program funded by the taxes and fees paid by boaters can help. This fall, the U.S. Fish & Wildlife Service's Clean Vessel Act program aims to give out about \$12 million for the construction and operation of public boat pumpouts. BoatUS is reminding the deadline to

apply for the 2017 grant cycle will soon close and reminding those interested to apply to contact states grant coordinators on this list: [www.sobaus.org/pdf/CVA\\_Coordinator\\_ListMASTER.pdf](http://www.sobaus.org/pdf/CVA_Coordinator_ListMASTER.pdf). The program pays up to 75 percent of the project costs and requires 25 percent matching funds. Contact: Scott Croft, [SCroft@BoatUS.com](mailto:SCroft@BoatUS.com).

## Early Notice For FLIBS Media Events

A special email newsletter will be distributed to BWI members of known media events at FLIBS early in the week of FLIBS (November 3 - 7). Those with media events can

be included if details are sent to [info@bwi.org](mailto:info@bwi.org) by October 27 (include date, time, location, contact person email).

## ACR Celebrates 60th

ACR Electronics is celebrating its 60th anniversary with a special event at FLIBS on November 3 at the AIM Yacht Owners Pavilion at 6 p.m. Dinner will be served and reservations are required. Respond to Nichole Kalil, [nichole.kalil@acrartex.com](mailto:nichole.kalil@acrartex.com).

## Volvo at FLIBS

Volvo Penta is alerting writers to save the date and time of its media event at FLIBS: November 3 at 10:30 a.m., Booth 1203/1204. On tap will be new products from Volvo's Easy Boating Initiative. Contact [volvopentapress@rhodescomm.com](mailto:volvopentapress@rhodescomm.com).

## KVH Press Reception

A press reception will be held by KVH (Bahia Mar, Booth 325) at FLIBS November 3, 4 - 6 p.m. with a quick press briefing followed by some fishing stories from Skipper Gentry, captain of the *Carolina Gentleman*, a 43-foot Viking. Contact [jconnors@kvh.com](mailto:jconnors@kvh.com).

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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.