

**Inside this issue:**

Writing Contest News & Entry Info	2
Director Election	
FLIBS Pix	3
Miami Planner	
Active Member News	4
Supporting Members	5
Calendar & Events	6
New Members	

## New Media, New Dangers

Recently, a BWI member approached the board for help in resolving an issue with another BWI member who had mistakenly plagiarized her work. One look at the two articles revealed an unacceptable level of similarity (much of it was copied verbatim) and although

BWI as an organization doesn't have any recourse mechanism in place for our members, we agreed to take the two party's written explanations into account and, as a board representing our community of writers, provide an unbiased view as to what occurred.

Since the accused writer admitted plagiarism had taken place — accidentally — apologized for it, accepted responsibility for the mistake, offered to make financial restitution, and asked the publisher to remove the article from its website, there wasn't much left for us to determine. We all agreed, however, that this had in fact been an accident. The accused had copied-cut-pasted an article online while doing research, and put it into



**Care in copying has been the focus of scribes throughout the ages.**

**Image: Jean Miélot, Wikipedia Scriptorium**

his digital file on the topic. Later, he copied information out of the same file believing it had been his own writing. It was a single instance, and took place with a low-paying blog-like article that should never cause anyone a load of grief and heartache.

And yet grief and heartache, it did cause. This particular author, whom I've known and respected for years, was utterly beside himself when I raised the issue with him. He beat himself up over the whole affair, especially for allowing oversight and carelessness to make his work appear to be what is, in our

industry, completely unacceptable.

Unfortunately, in this day and age problems like this are bound to occur. We're all under a ton of pressure to produce volumes of copy in shorter and shorter time-frames, and we all do some level of research on the internet. Often the copy-cut-paste routine is the most

expedient way to record and store information for future use. And when this deadline encroaches on that project and — OMG — don't forget to churn out the other blog post before 5:00, it's all too easy to get a little careless.

The take-away? Be careful out there, people. My advice is to change the font color to red any time you copy-cut-paste ANYTHING as you research a topic. Because it's all easy too make a mistake that could haunt you for the rest of your career, regardless of your intentions. Be very, very careful.

You can reach me at [ultangler@aol.com](mailto:ultangler@aol.com).

**Lenny Rudow**  
**BWI President**

# New Category Joins Writing Contest

BWI's Annual Writing Contest is open for business with 17 categories funded and offering

\$17,000 in prize awards. Entering was simplified several years ago by uploading PDF files or URL links. All of the details are included in a brochure recently issued (at [www.bwi.org/downloads/BWI-Contest-16.pdf](http://www.bwi.org/downloads/BWI-Contest-16.pdf)). The electronic entry form ([www.bwi.org/bwicontest](http://www.bwi.org/bwicontest)) provides the process for slotting the entry, "doing the paperwork," and paying dues by check or PayPal or through a publisher. BWI members get two free entries; non-members can enter at \$50 apiece (or join for \$100 and get the two free entries).

This year's categories include a new one for "Boating Videos." Several others have recently been redefined, including "Boating Photography," "Environmental Awareness & Education," and "Gear, Electronics and Product Tests." Entries in all categories (except Boating Videos) are welcome from digital-only or print sources. Category definitions are included in the contest brochure.

2016 marks the 24th year of the contest which recognizes the best marine writing in the world and presents cash awards to first- (\$500), second- (\$300) and third-place (\$200) scorers in 17 categories. Presentation of awards will be made at the Miami International Boat Show during the BWI Annual Meeting in February 2017. Each winner also receives a handsome recognition plaque noting "Excellence in creating compelling stories about the boating lifestyle through entertaining, educational and inspiring journalism." Certificates of Merit are presented to every writer who scores within 95 percent of third-place winners in each category.

## 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
- Environmental Awareness & Education** – 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
- Boating Videos** – sponsored by Boat Owners Assn. of the U.S.

## BWI'S 2016 ANNUAL WRITING CONTEST

**Important Details for 2016:**

Boating Videos: This new category is open for entries submitted in PDF files or URL links. The entry form provides the process for slotting the entry, "doing the paperwork," and paying dues by check or PayPal or through a publisher.

**More Broadened Categories Offered**

Boating Videos: This new category is open for entries submitted in PDF files or URL links. The entry form provides the process for slotting the entry, "doing the paperwork," and paying dues by check or PayPal or through a publisher.

**Writing Contest Basics**

Entries in all categories (except Boating Videos) are welcome from digital-only or print sources. Category definitions are included in the contest brochure.

## Directors to be Elected in January

Elections for BWI Directors will be held in January. Three seats (that carry three-year terms) are coming open. Active and Associate members may run for Directors spots, and active and associate members will be asked to vote in the election.

Those who think they'd like to serve are encouraged to run. Duties include participation in two in-person director

meetings a year (no expenses paid), usually held in conjunction with Miami and Ft. Lauderdale boat shows, availability for as-needed conference calls, and volunteering for assignments such as Committee chairperson, new product or writing contest category chair, etc. For more information, contact Greg Proteau, [info@bwi.org](mailto:info@bwi.org).

Candidates need to provide

a brief summary, by mid-December, of their experience, qualifications and ideas to help BWI grow. Summaries are reviewed by the nominating committee which consists of the President, Immediate Past President and Executive Director. These are provided to the members along with the ballot when voting commences in January.



# Members Gather at FLIBS Breakfast



On hand for BWI's Breakfast Social hosted by ZF Marine -- Top row from l, Liz Pasch, Peter Janssen, Alan Wendt, Susanna Botkin, John Burnham, Lenny Rudow, ZF's Head of Marine Propulsion Wolfgang Schmid, Ed Kukla, and ZF's Marketing & Communications Manager Martin Meissner. 2nd row from l, Alan Jones, Doug Thompson, Doug Curtis, Jim Flannery, Meissner, Bill Sisson, Zuzana Prochazka, Jim Rhodes, and Chris Woodward. Right, from l, Greg Proteau, ZF's Svenja Stretz and Hushtine Bracewell, and Tom Serio.



## Miami Planner: BWI Awards Breakfast Moves to Thursday

BWI is moving its Annual Meeting, Writing Contest Awards and "Newsmaker" presentation breakfast event to Thursday February 16, opening day of the Miami Boat Show. Timing will remain the same, from 8 to 9:30 a.m., but specific location on show grounds is to be determined.

The change is driven by creation of a new NMMA Innovation Breakfast to be held from 8 a.m. to 9:30 a.m. on Friday the 17th. It will feature announcement of the Innovation Awards, judged by a panel of BWI members, with additional industry announcements and special presentations. Entries for the Innovation Awards are due December 29, 2016. Details can be found at [MiamiBoatShow.com](http://MiamiBoatShow.com), or contact Rachel Timko, [rtimko@nmma.org](mailto:rtimko@nmma.org).

BWI members attending the Miami Show again can have credentials mailed in advance, expediting access as badges are required to board water taxis (but not required for shuttle buses). To get the badge by mail, send the following information to Ellen Hopkins at NMMA, [ehopkins@nmma.org](mailto:ehopkins@nmma.org): Name, Media outlet/s, Dates attending the show, Mailing address, Email address and Phone number. Others can apply at [www.miamiboatshow.com/mediacenter/badge](http://www.miamiboatshow.com/mediacenter/badge).

# Active & Associate Member News

## Janssen & Team Create New E-Journal

Cruising Odyssey, a new e-journal and website focused on cruising under power, is underway with Peter Janssen as

editor and George Day as publisher. Issued on Fridays, it also features daily updates and blogs at [www.cruisingodyssey.com](http://www.cruisingodyssey.com). "The overwhelming reaction to our launch has been heart-warming; it seems that a lot of readers share our idea of 'Living the Dream

Under Power' ... readers said they appreciated the idea of a digital magazine, since it is the way more of us are getting our information today ... mobile, digital, immediate, worldwide and embraces social media."

## Brokers Grow Reach With Rebrand Effort

An organization for professional yacht and luxury yacht charter brokers, Florida Yacht Brokers Association (FYBA) has rebranded itself as the International Yacht Brokers Association (IYBA). "When we mapped out the FYBA membership, it reinforced what we already knew, that FYBA is truly an international organization with members operating in popular yachting areas not just in Florida but around the globe," said BWI member and FYBA Executive Director Cindy Sailor. Founded nearly 30 years ago, the group has over 1,350 individual members representing more than 400 businesses reportedly selling

20 percent of all international yachts, 50 percent of all U.S. domestic yachts and 80 percent of all yachts in Florida. For information, visit [www.iyba.yachts](http://www.iyba.yachts).

## New Client for Martin Flory Group

Emerald Marine Products has hired Martin Flory Group to promote its range of automatic fall overboard alarm systems throughout North America. Emerald manufactures a man-overboard alarm system said to provide almost instantaneous alert time giving extra seconds needed for a successful, locally managed rescue operation. Contact [info@martinflory.com](mailto:info@martinflory.com).

## Kavin's CharterWave Rebuilt in 10th Year

BWI member and former president Kim Kavin has relaunched her BWI-award-winning website. "CharterWave launched in 2006, the same year as Twitter, and I've written at least one news story for the site every week-day since," Kavin says, "somewhere in the realm of 2 million words." For the 10-year anniversary, she undertook a full back-end rebuild in part to provide readers access to

the site's extensive library of content about the luxury yacht charter industry. The new site uses features such as clickable tags to let users see years' worth of content about yacht builders, charter companies, destinations and yachts. Advertiser options have grown to videos, photo slide-shows, sponsored blogs, live Twitter feeds and auto-"likes" on Facebook. See her work at [www.kimkavin.com](http://www.kimkavin.com).

## Black Back As News Correspondent

Emeritus member Bob Black writes, "Somehow, at 87, I have wangled my way into becoming a 'correspondent' for the Tampa Bay (nee St. Petersburg) Times and have been writing occasional pieces for them since December. Correspondent is sorta like the old 'stringer', but what the hell, it's newspapers. It bookends my newspaper career that started 63 years ago on Pacific Stars & Stripes in Tokyo. I'd been in the combat infantry in Korea before that and then took over the 2nd Infantry Division newspaper and thence to Stars & Stripes. Old newsmen never die???" Contact him at [rgblack@verizon.net](mailto:rgblack@verizon.net).



**CHARTERWAVE**  
The world's most trusted yacht vacation resource

Begin the journey.  
[charterwavyachts.com](http://charterwavyachts.com)

HOME DEALS TIPS BROKERS ABOUT CONTACT

SEARCH FOLLOW





# Supporting Member News

## Discover Boating Grows Reach, Value

Discover Boating's 2016 PR program generated more than 2,500 stories across the U.S. helping build a positive

perception for boating. Coverage also saw a 36% lift in reach, with more than 683

million media impressions targeting potential boat owners country-wide. Highlights included a 52% lift in a Blogger Program that helped inspire readers to get on the water through personal boating stories, improved Media Relations in broadcast, print and online articles, and awareness for boating in top-tier national sports and consumer media (including *Smithsonian* as shown above). The effort generated approximately \$7.1 million in advertising value for print, online and broadcast coverage this year. Contact Colleen Richardson, [crichardson@nmma.org](mailto:crichardson@nmma.org).

## West Marine Awards Fall BlueFuture Grants

West Marine has announced the names of the 25 non-profit organizations that will receive fall 2016 BlueFuture grants. The unrestricted \$1,500 grants are being provided to community-based organizations that are dedicated to getting young people on and around the water in

recreational, educational and stewardship capacities. "No one understands the needs of a community better than those who live and work there, particularly when it comes to serving at-risk youth and improving youth access to the water," says Lindsey Johnson, West's Director of Communications. Grant recipients will be posted on [westmarine.com/BlueFuture](http://westmarine.com/BlueFuture), under the "Our Partners" tab.

## Merc Workers Make \$100K In Donations

The Brunswick Public Foundation announced that it has awarded grants to multiple charitable organizations including three United Way chapters where Mercury Marine employees work and live. Recipients of the grant include chapters of Fond du Lac and Oshkosh, WI and Stillwater, OK. The value of the Foundations grants awarded to these three United Way chapters is close to \$100,000. John Pfeifer, Mercury Marine president, said "Supporting the needs of the communities where we live and work is both a responsibility and an opportunity, and we're glad to help." Contact Lee Gordon, [lee.gordon@mercmarine.com](mailto:lee.gordon@mercmarine.com).

## Sea Scouts Receive Personal Locators

As part of its ongoing 60 years of service celebration, ACR Electronics has donated 20 Personal Locator Beacons (PLBs) to the Boy Scouts of America Sea Scout program

where they will be used for their safe water training. "The PLBs will be a great asset to have in our training for youth to be safe on the water. Sea Scouts, our co-ed teenage youth program, is all about getting youth in, on, around, and under the water," shared Keith Christopher of the Sea Scouts Boating Safety Office. "We know the true value of a locator beacon is priceless, once someone has been rescued!" Contact Nichole Kalil, [nichole.kalil@acrartex.com](mailto:nichole.kalil@acrartex.com).

## Torqueedo Drives Get Top METS Award

The 26th DAME Overall Design Award was presented at Amsterdam's MetsTrade event to Torqueedo GmbH for its Cruise FP range of electric saildrives. The Awards Jury recognized the Cruise FP, "For its beautiful engineering and close attention to detail design, its integrated approach, its compact dimensions and its market realistic price ... an exciting development that will promote green boating and create exciting new opportuni-



Torqueedo's saildrive

ties too for the interior design of sailing yachts." For a judging overview, go to [www.metstrade.com/mets/innovation/dame-winners-2016/](http://www.metstrade.com/mets/innovation/dame-winners-2016/).

## Six National Parks That Are Best Explored by Boat

From wildlife to forgotten forts, the water is the place to be at many of America's national parks



# Calendar & Events

## BWI OFFICERS

### President

**Lenny Rudow ('17)**

[ultangler@aol.com](mailto:ultangler@aol.com)

### 1st Vice President

**Lindsey Johnson ('16)**

[iamlindseyjohnson@gmail.com](mailto:iamlindseyjohnson@gmail.com)

### 2nd Vice President

**Alan Jones ('16)**

[boatscribe@comcast.net](mailto:boatscribe@comcast.net)

## BWI DIRECTORS

**Michael Sciulla ('18)**

[msciulla@gmail.com](mailto:msciulla@gmail.com)

**Michael Vatalaro ('17)**

[MVatalaro@boatous.com](mailto:MVatalaro@boatous.com)

**Zuzana Prochazka ('16)**

[totemgroup@msn.com](mailto:totemgroup@msn.com)

**Chris Woodward ('18)**

[chris.woodward@bonniercorp.com](mailto:chris.woodward@bonniercorp.com)

**Charlie Levine ('18)**

[clevine@fishtrack.com](mailto:clevine@fishtrack.com)

## BWI Past President

**Alan Wendt**

[Alan@WendtPro.com](mailto:Alan@WendtPro.com)

## Executive Director

**Greg Proteau**

[info@bwi.org](mailto:info@bwi.org)



## ABYC Standards & Annual Meeting

The American Boat & Yacht Council (ABYC) has set its eighth annual Standards Week including the annual meeting for January 9 - 13, 2017 in Charleston, SC. This year, the Project Technical Committee meeting topics include hull piping, electrical, fuel and ventilation, electrical components, hull performance, fire-fighting equipment and gas detectors, control systems and navigation lights. Details at [www.abycinc.org/standards-week](http://www.abycinc.org/standards-week); contact Shannon Aronson, [saronson@abycinc.org](mailto:saronson@abycinc.org).

## Annual Women's Sailing Convention

The Southern California Yachting Association will hold its 28th Annual Women's Sailing Convention on February 4, 2017, at the Bahia Corinthian Yacht Club in Corona del Mar, CA. The daylong, ladies-only series of shore- and boat-based workshops offer beginners to experts an environment to learn more about all topics sailing. BoatUS has been the event's primary sponsor since its inception. Details: [www.womenssailingconvention.com/](http://www.womenssailingconvention.com/).

## St. Pete Boat Show

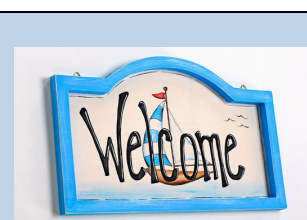
The 39th annual St. Petersburg Power & Sailboat Show is set for December 1 to 4 at Albert Whitted Park / Duke Energy Center for the Arts - Mahaffey Theater Yacht Basin. It features power and sailboats in water and on land, a 40,000-square-foot exhibit tent housing ma-



rine gear and educational activities and special events include boating seminars and youth fishing clinics. Visit [www.ShowManagement.com](http://www.ShowManagement.com)

## NMEA Installer Classes For 2017

The National Marine Electronics Association (NMEA) has announced the lineup and dates of their marine electronics installer training classes for 2017. Included are the Basic and Advanced Marine Electronics Installer and Basic and Advanced NMEA 2000 Network Installer courses. Courses are offered for installers and anyone else seeking to raise technical skills. Find information at [www.nmea.org](http://www.nmea.org) and click on the "Training" link. Contact [dcompere@nmea.org](mailto:dcompere@nmea.org).



### Active Members

Fiona McGlynn, Freelance Writer, North Vancouver, Canada

Robin Urquhart, Freelance Writer, Atlin, Canada

### Supporting Member

Protomet | PTM Edge, Dan Lyle, Director of Marketing, Oak Ridge, TN

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](http://www.bwi.org).

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.