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## Times Wastin' On Writing Contest

With the 2016 BWI Writing Contest nearing its end-of-year deadline some reflection is in order. This year, I was bombarded by requests to read this or that, and let someone know if I thought an article in question had any real chance at winning an award. Sometimes the answer was a cut-and-dry "no". And unfortunately, the reasoning rarely had to do with writing quality.

One author in particular stands out, because his work was utterly fantastic. Unfortunately, all of his articles were either too short (having been targeted at the online world) or they didn't fit into any of our categories. He asked me what I thought he could do differently next year, and I suggested that when he had a topic worth the virtual ink, he ask for the ability to write longer and develop the article further. I also suggested he read the category descriptions every time he did so, to make sure the article was a fit before he did any additional work with the contest in mind.

Another common issue I ran across from past judging was a weak lead. As anyone who's judged the contest



**Put yourself in a picture like this: Yamaha's Heidi Weber (l.) recognizing David Schmidt with a Contest check and plaque.**

knows, the lead and first graph of an article are usually excellent predictors of an article's contest potential. Writing a weak lead or a boring first graph is a great way to write yourself out of contention.

The third problem I saw with some regularity? Typos and poor grammar. In this day and age many of us are working without the helpful eyes of a full editorial staff and/or without any copy editors. And while an error or two may not be a complete deal-killer in the contest, it certainly reduces your chances of winning an award. So when you're working on what may be a contender, be extra-careful. If at all possible, find

someone with an eagle-eye to help you with an edit.

Some of you are wondering why the heck I'd choose this late hour to write a column about entering the contest. Well, truth be known, I've yet to enter my submissions; and it is very typical that the final week of the year often brings in about one-half of the average 300-plus entries.

Looking ahead, this is also the time to begin thinking about ways to

tweak work to produce award-winning entries for 2017. Next fall when many of us begin to think about what we'll enter it'll already be too late. You have to keep these things in mind for the next 12 months, with everything you write, to give yourself the best chances. Because with the 2016 contest soon to be in the rear-view, the competition for 2017 is already underway.

For now, on behalf of the Board and myself, sincerest wishes for a Merry Christmas and Happy New Year.

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

*Lenny Rudow  
BWI President*

# Writing Contest Deadline Nears

## 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.

With a December 31 deadline, BWI's Annual Writing Contest is seeing a flurry of entries in the final weeks of the year.

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.

Each category requires 10 submissions to be valid and judgeable. Category popularity shifts each year; last year, Technical Writing had the most submissions at 30, then Travel at 26 and Seamanship at 25. The goal of the Contest is to award prizes and recognition for all categories.

With 17 categories funded, \$17,000 in cash awards are offered. Presentation of

awards will be made at the Miami Boat Show during the BWI Annual Meeting in February 2017.

All details are included in a brochure posted at [www.bwi.org/downloads/BWI-Contest-16.pdf](http://www.bwi.org/downloads/BWI-Contest-16.pdf). An electronic form ([www.bwi.org/bwicontest](http://www.bwi.org/bwicontest)) provides the entry process. BWI members get two free entries.

## Consider Judging

68 judges drawn from the membership will be involved in scoring the entries. Judging is a great way to keep up on all the subjects, ideas and great writing that have taken place during the year. With the Contest in "the cloud," judging has been streamlined and simplified. Interested? Contact Contest chair Lindsey Johnson at [iamlindseyjohnson@gmail.com](mailto:iamlindseyjohnson@gmail.com) or Greg Proteau [info@bwi.org](mailto:info@bwi.org).

## Boating Impact to Get New Fed Look

Organizations including NMMA and BoatUS, representing nearly 90 percent of the outdoor economy, have succeeded in calling attention to the collective breadth and positive impact of the U.S. recreation and outdoor industry with the recent enactment of the Outdoor Recreation Jobs and Economic Impact Act. Studies indicate the outdoor recreation industry contributes approximately \$646 billion per year to Gross Domestic Product, about 4 percent of the entire U.S. economy.

The new Act will result in quantifying the true size of the outdoor economy, including recreational boating. Better known as the REC Act, it instructs the Bureau of Economic Analysis of the Department of Commerce to assess and analyze the U.S. outdoor recreation economy and its effects on the overall U.S. economy. Commerce and federal land management agencies will now detail the domestic outdoor recreation economy including that of the boating industry.

"If recreational boating, as part of the outdoor industry, has its economic impact measured and highlighted, it could help support funding for improvements in recreational boating," said BoatUS Government Affairs Manager David Kennedy. "The passage of the Act will also help policymakers ... understand the importance of the recreational boating and sport fishing industries."

For more detail, go to [www.nmma.org/press/article/20969](http://www.nmma.org/press/article/20969).



Photo: BoatUS

# Supporting Member News

## ABYC Supporting Donation Program

The American Boat & Yacht Council (ABYC) Foundation has joined #GivingTuesday, held annually on the Tuesday after Thanksgiving, to participate in the holiday giving season. In partnership with BRP

ures companies on a broad range of sustainability issues ranging from energy and water conservation to waste management, community outreach and education.

Contact Lee Gordon, [Lee.gordon@mercmarine.com](mailto:Lee.gordon@mercmarine.com).

## ZF Marine Partners With Rolls Royce/MTU

ZF Marine and Rolls-Royce Power Systems will be collaborating more closely on marine propulsion systems in the future. A collaboration agreement was recently signed by ZF Friedrichshafen AG, and Rolls-Royce Power Systems. Combinations of MTU engines from Rolls-Royce and marine transmissions from ZF have been chosen on many commercial ships and yachts for some time. The partners expect to achieve synergy effects in three areas: to extend respective product ranges with the addition of jointly developed integrated systems and to collaborate closely in R&D and applications development. The ultimate aim is to provide optimally matched systems and new solutions in hybrid propulsion or digital networking. The partners will also work together in marketing, sales and service. Contact Martin Meissner, [martin.meissner@zf.com](mailto:martin.meissner@zf.com).

## Virginia Pilots Spec Volvo Penta IPS

A new boat being built for the Virginia Pilots Association joins the increasing number of pilot boats powered by Volvo Penta IPS. The 55-ft. vessel, designed by C. Ray-

mond Hunt Associates and built by Gladding-Hearn Shipbuilding, will run on twin D13 900 hp. U.S. EPA Tier 3 engines with IPS3 drives. On station 24 hours per day, 365 days per year, the pilots and their launches are prepared to board ships in all weather and sea conditions, including hurricanes, northeasters, and dense fog. The Virginia Pilots complete approximately 7,000 boardings per year. Contact Christine Carlson, [christine.carlson@volvo.com](mailto:christine.carlson@volvo.com).

## Torqueedo Powers BBC On The Amazon

Torqueedo has worked with the British Broadcasting Corporation (BBC) to power its natural history documentary team's boat on the Amazon River. There, they filmed pink river dolphins in the water and jaguars on shore, for its latest "Planet Earth II" series. It will be presented by Sir David Attenborough on BBC America, starting January 28, 2017. BBC contacted the electric outboard maker due to its concerns to preserve the environment and not disturb the animals. Torqueedo recommended its low-voltage Travel model with integrated high-performance lithium batteries and a solar panel for charging in the field. Contact [usa@torqueedo.com](mailto:usa@torqueedo.com).



**Filming on the Amazon.**  
Photo: BBC

Evinrude, the effort provides outboard engines to organizations in need. Upon necessary financial support, the nonprofit organization West & Rhode Riverkeeper, Inc. will receive an outboard for their official patrol boat used to protect the West and Rhode Rivers in Maryland and keep them enjoyable for fishing, swimming and boating. Contact Shannon Aronson, [sseipp@abycinc.org](mailto:sseipp@abycinc.org).

## Mercury Receives 6th Green Master Award

Mercury Marine has earned "Green Master" designation from the Wisconsin Sustainable Business Council for the sixth consecutive year. Earning the designation places Mercury, headquartered in Fond du Lac, WI, among the top 20 percent of the approximately 200 participating companies. Few companies have received the designation six consecutive years. Mercury received a sustainability score of 643 points in 2016, over the 554 points needed to retain its status. The Green Master Program meas-



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# Calendar & Events

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## BWI Miami Meet

### Moves to Thursday

BWI is moving its Writing Contest Awards and "Newsmaker" presentation breakfast event to Thursday February 16, opening day of the Miami Boat Show, from 8 to 9:30 a.m., specific location on show grounds is to be determined. BWI members attending the 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 this information to Ellen Hopkins at [ehopkins@nmma.org](mailto:ehopkins@nmma.org): Name, Media outlet/s, Dates attending the show, Mailing address, Email address and Phone number.

## Innovations Deadline

Entries for the Miami Innovation Awards, judged by members of BWI, have a deadline of December 29. Awards will be presented at the show's new Innovation Breakfast, taking place from 8 a.m. to 9:30 a.m. on Friday, February 17, 2017. Full program details and requirements can be found in the Awards section of [MiamiBoatShow.com](http://MiamiBoatShow.com). Contact Rachel Timko at

[rtimko@nmma.org](mailto:rtimko@nmma.org) with questions.

## MMA Award Entries Due By January 11

Marine Marketers of America (MMA) is accepting entries through January 11, 2017, for the 2016 Neptune Awards, recognizing excellence in the marine marketing field. The annual competition recognizes top marine

industry marketing materials with awards presented at the Miami Boat Show. Guidelines and entry forms are posted at [www.marinemarketersofamerica.org](http://www.marinemarketersofamerica.org) along with last year's winning entries. Contact Sally Helme at 401.845.4405 or [awards@marinemarketersofamerica.org](mailto:awards@marinemarketersofamerica.org).

## Yachts Miami Beach

### New Look for 2017

The 29th annual Yachts Miami Beach, the city's in-water luxury yacht show, will introduce a new look and layout designed to enhance guest and exhibitor experiences at the 2017 event. The show takes place February 16-20 on Collins Avenue, across

from the Fontainebleau and Eden Roc hotels. It's managed, produced and co-owned by Show Management and co-owned and sponsored by the International Yacht Brokers Association. Contact Daniel Grant, [dgrant@piersongrant.com](mailto:dgrant@piersongrant.com) or Lexi Robinson, [lrobinson@piersongrant.com](mailto:lrobinson@piersongrant.com).



## Active Members

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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.