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Greetings from the New Prez

We're going to build a bulkhead. It will be a really, really big bulkhead, and it will be great. It will hold back the ocean. And I'm going to get the fish to pay for it.

Well okay, maybe not. But as the incoming President of BWI, I do want to take a lesson from the unforeseen popularity of The Donald: people are hungry for straight talk. So let's take an honest look at the challenges facing BWI today.

- Our membership numbers took a pounding during the recession, and while they've rebounded a bit, they haven't completely recovered. We need to work on that.

- Changes in health care law and common publishing contract standards have reduced our ability to offer value to our members. We need to work on that.

- Two categories in this year's writing contest (Photography and Ethics and the Environment) were deemed invalid due to a lack of submissions. We had sponsors ready and willing to support these, which means that we left \$2,000 sitting on the table instead of putting it into our members' pockets. We need to work on that.



Half of our intrepid Innovation judges team in Miami: Alan Wendt (from r.), Marilyn Mower, Frank Lanier, and Zuzana Prochazka with Indmar's Rachel Mashburn. Photo courtesy of Indmar Marine.

On the flip side, as an organization we also have a lot to be happy about. Thanks to the effective leadership of Alan Wendt, John Woolbridge, and Zuzana Prochazka since I've been on the BWI board, I've seen the organization emerge from some of the toughest times our industry has ever experienced -- more or less unscathed. We continue to enjoy the benefit of our rock-solid Executive Director Greg Proteau and his utterly awesome financial reports. The continued efforts of Lindsey Johnson and all of our judges has kept the writing contest moving smoothly along. We also have some excellent new talent joining the board, thanks to Charlie Levine and Chris Woodward.

On top of that, we've had real operational successes in the past year. The "Pitch the Press" event was a smashing success at IBEX. Our Innovations judges managed to get the job done at the Miami

show, despite challenges presented by the new venue. And our joint breakfast meeting with Marine Marketers proved both interesting and educational.

So, what's coming next for BWI and its members? At this point there's only one thing I can promise you: we'll do our absolute best. We began to formulate the next year's plans during our board meeting at the Miami show, and we have every intention of making BWI more valuable than ever for our members. Stay tuned for future newsletters where we'll keep you up to date on what's happening. And feel free to email me at any time if you have ideas or thoughts that could help us make BWI even better than it is today. Thanks, and enjoy.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

New President & Directors for BWI



Levine (l.) & Woodward

BWI members have elected two new Directors, re-elected another and the Board has elected three Officers. The new Directors, who serve three-year terms, are Chris Woodward, Editor of *Sport Fishing Magazine* and Charlie Levine, Editor & Publisher of Fish-Track.com and Buoy-weather.com. Re-elected a Director was Michael Sciulla, a *Soundings Trade Only* columnist and communications strategist. Officers elected to one-year terms are Dominion Marine

Media Sr. Editor Lenny Rudow, President; Director of Communications for West Marine Lindsey Johnson, 1st VP; and Writer & Videographer Alan Jones, 2nd VP.

Levine has covered recreational boating and fishing as an editor, freelance writer and most recently, an online publisher. A lifelong love of fishing led to editorial posts at *The Fisherman*, *Sport Fishing* and a 10-year stint as Senior Editor of *Marlin Magazine*.

Woodward joined the *Sport Fishing* magazine team as Editor in 2001, after stints as a newspaper and online jour-

nalist. She has served on a Georgia boating advisory panel and advisory panel chair for the South Atlantic Fishery Management Council.

Continuing as Directors are: Immediate Past President Alan Wendt, a freelance writer and communication agency executive; Zuzana Prochazka, editor of *Talk of the Dock* and freelance writer for a number of boating magazines and online venues; and Michael Vatalaro, Executive Editor of *BoatU.S. Magazine*. BWI Executive Director Greg Proteau serves as secretary/treasurer of the board.

Writing Contest Award Presentations

Writing Award recipients and Category sponsors ... Below (from l.): Mercury Marine's Michelle Dauchy with Chesapeake Bay's John Stefancik; BoatUS's Scott Croft and Lenny Rudow; KVH's Mike Mitsock and Bill Sisson.

Bottom row from l.): Yamaha Marine's Heidi Weber with Shaw McCutcheon; Interlux/Awlgrip's Matt Anzardo with Mike Vatalaro; Judy Waldman with Volvo Penta's Christine Carlson. All Contest photos by Ron Ballanti.



Contest Awards, continued

More Award recipients and Category sponsors ... Right: Kelly Flory (from l.) of Martin Flory Group with Cruising World's Jen Brett and Alan Wendt. Row 2 (from l.): David Schmidt, Kevin Falvey, and Ron Ballanti; Bill Pike with Suzuki's Dean Corbisier and Bill Sisson. Row 3 (from l.): Interlux/Awlgrip's Matt Anzardo with Marilyn Mower; Sea Tow's Kristen Frohnhoefer and John Stefancik; Dometic Marine's Doug Curtis and Lenny Rudow. Bottom Row (from l.): Home Port Marine Marketing's David Pilvelait with Reagan Haynes; ZF Marine's Martin Meissner with Rich Armstrong. Too see all Contest results, go to www.bwi.org/news/bwi/awards-given-for-best-boating-stories/.



Digital Revolution Tasks Media



Miami panelists (from l.) David Pilvelait, Jim Rhodes, Marilyn Mower, Bill Sisson, Kevin Falvey, moderator Michael Sciulla.

Photo: Ron Ballanti

A panel discussion in Miami on "How the Digital Revolution Has Changed What Editors Want From Freelancers and Marketers," examined how the proliferation of media platforms has changed the editorial marketplace. A joint effort with Marine Marketers of America, BWI and MMA Director Michael Sciulla moderated a panel including: Kevin Falvey, Editor-in-Chief, *Boating* magazine; Marilyn Mower, Editorial Director-USA at Boat International Media; David Pilvelait, COO of Home Port

Marketing; Jim Rhodes, President/CEO of Rhodes Communications; and Bill Sisson, Editor-in-Chief, *Soundings* Publications.

Comments made by the speakers included:

- Writers and publicists must work harder to gain the attention of editors as the outlets for media multiply;
- Targeting publications' interests and audiences are more important than ever, and maintaining personal contact with editors still counts a great deal;

- Editors are being pulled in various directions depending on the platforms they are using to deliver their reporting, and they must be fast and comprehensive;
- Videos are important in telling the story, but they should often be short and concise;
- When pitching via email, sharpen subject lines and underscore the benefits of the writing for the publication and its audience.

The session was reported by Jim Flannery in *Soundings Trade Only*. To read his article, go to www.tradeonlytoday.com/2016/02/miami-2016-mma-event-addresses-impact-of-digital-media/.

Co-sponsors for the breakfast meeting were National Marine Electronics Association and Freedom Boat Club. NMMA Boat Shows made the meeting space available and assisted with logistics.

NMEA & ABYC Partner On Training

In Miami, National Marine Electronics Association (NMEA) President Mark Reedenauer announced that NMEA is establishing a joint training venture with the American Boat & Yacht Council (ABYC). This four-day training event will focus two days on ABYC marine electrical standards and two days on NMEA marine electronics standards.

The event is specifically designed for boat builders, installers, technicians, marine mechanics, and surveyors to get trained on standards used throughout the recreational and commercial boating industry.

Training is planned to take place three times in 2016 in the U.S.: May 23 – 26 in Fort Lauderdale, FL; dates are to be set for the Fall in the Seattle, WA region and Fall/Winter in the Newport, RI region.

BWI members interested in details should contact Reedenauer at info@nmea.org or go to www.nmea.org/content/traincert/abycnmea_training.asp.

Freedom Boat Club Hits 100 Locations

Freedom Boat Club, described by the firm as the nation's largest and oldest boat club with 10,000+ members now in 20 states, has just reached the 100-club summit and expanded its nationwide fleet to include 1000 boats.

The eight newest franchise operations are in Lake George and Buffalo, NY; Lake Wallenpaupack, PA; Detroit, MI; and Nashville (2 locations) and Chattanooga. A second new corporate club just opened in Ft. Myers, FL.

"This milestone represents a significant achievement in the history of Freedom Boat Club," said President and CEO John Giglio in Miami. "The doubling in size of our clubs over the past three years is a clear indicator and benchmark of both the success and viability of the boating club concept. In today's shared economy ... the opportunity to enjoy the boating lifestyle through affordable club membership continues to grow and gain traction."

For more information contact Wanda Kenton Smith, wanda@freedomboatclub.com.

BOATUS's 50th; Writer Tow Deal

In 1966, boaters could buy a new mid-sized cruiser for about \$7,000, outboard engines had just surpassed 100 horsepower, and recreational boating was growing on a large scale across America. It was also in '66 that the Boat Owners Association of The United States (BoatUS), got its start from founder Richard Schwartz who saw a need to make recreational boaters' lives better.

His vision of offering representation, improving safety, providing quality services at competitive prices and saving boaters money was rolled up into the "service, savings and representation" motto that remains at the core of the more than half million member organization today.

"BoatUS has always been there for boaters and always

will be," said President Margaret Podlich. "Whether it's helping boaters have a safe day on the water, ensuring that boating taxes go to boating programs, offering competitive boat insurance coverage, or having the largest on-water towing fleet in the nation, BoatUS is proudly the single source of exceptional service and savings. We're steadfast in our commitment to protect boaters and their rights, making boating safer, more affordable and accessible."

BoatUS will be celebrating its golden anniversary in 2016 with a series of special member events and coverage in BoatUS Magazine, and other programs. A look back at five decades of BoatUS's history can be seen at <http://goo.gl/vUoIVO>.

Towing Offer for Writers

In honor of the 50th, the organization is offering BWI writers a special discount on BoatUS membership with TowBoatUS services reflecting a 33% or 44% savings for saltwater and freshwater packages, respectively. "It's a way of saying thanks for all of the years helping us tell our story," notes Scott Croft, VP of Public Relations.

Details of services can be found at BoatUS.com/towing. For a new Membership with unlimited towing, go to BoatUS.com/join and enter "Promo/Source Code" HEWEPAF. To renew an existing membership call 800/395-2628 and provide a member number and promotional code HEWEPAF. For more information contact Croft, SCroft@BoatUS.com.



BoatUS President Margaret Podlich with BWI's new President Lenny Rudow at the opening of the new Miami Boat Show.

Boatload of Innovations in Miami

NMMA and BWI announced winners of the 2016 Miami International Boat Show Innovation Awards, presented during the annual Industry Breakfast at the opening of the event. This year's program evaluated 77 products across 31 categories featuring an outstanding pool of entries. The judges ultimately selected 17 winners in 16 categories and three honorable mentions for a total of 20 honorees. The complete list of awards can be seen at www.nmma.org/press/article/20389.

Two BWI Supporting members were recognized:



- For Mechanical & Electrical Systems: Indmar Products Co., Inc., Strainer Pro, a sea strainer with a

built-in flush kit which enables boat owners to protect their engine from debris and simplifies flushing and maintenance.

- For Personal Watercraft: Yamaha WaterCraft Group, TR-1 Marine High Output Engine, described as 13 per-

cent more powerful than the engine that it is replacing while being 40 percent smaller in size and 20 percent lighter in weight.

BWI's judging team in Miami was co-chaired by Zuzana Prochazka and Alan Wendt and included Frank Lanier, Marilyn Mower, Lenny Rudow, Lawrence Husick, Nigel Calder and Gary Reich. Contact Kelly Kaylor, kkaylor@nmma.org.



Calendar & Events

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Greg Proteau
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Billfish Tourney

February 27 marks the 50th year for the Fort Lauderdale Billfish Tournament, owned by the Marine Industries Association of South Florida and benefiting the Marine Industry Cares Foundation. The tournament, sponsored by the Miami Marlins, combines a commitment to preserving the seas, cash prizes, a mandate of the release of billfish and the responsible take of fun fish. Details at www.fortlauderdalebillfishtournament.com.

Auto ID System Coming Due in March

The latest Automatic Identification System (AIS) technology from safety and survival experts ACR Electronics will be featured in the new season of popular TV series "Wicked Tuna" airing on Mondays on the National Geographic channel. Wicked Tuna follows a group of salty fishermen from the nation's oldest seaport, Gloucester, MA, as they make their living the way it's been done for centuries. The new USCG AIS mandate becomes effective in March 2016, and is said to provide additional levels of navigational safety to mariners. For more informa-

tion, visit www.aismandate.com or www.acrartex.com.

Sail Yacht Symposium

The 22nd Chesapeake Sailing Yacht Symposium, sponsored by the Sailing Yacht Research Foundation, will be held March 18-19 at the U.S. Naval Academy in Annapolis, MD. The CSYS is the world's longest running technical forum dedicated to advancing the study of the art and science of sailing yacht design technology. Professional yacht designers and a wide variety of sailing enthusiasts attend to present papers and exchange ideas on sailing. Details at <http://www.sname.org/chesapeake-sailing-yachts-symposiumcsys/home>. Contact Alana Anderson, aanderson@sname.org.

Broward Waterway Cleanup in March

Registration is open for the 39th Annual Waterway Cleanup on March 5, from 9 a.m. to -1 p.m. at 35 sites throughout Broward County. All volunteers will get a T-shirt and invitation to the Trash Bash, the Waterway Cleanup after-party. Participants are welcome by land,



boat, paddleboard, kayak or method of their choice. Groups are welcome. Contact Marine Industries Association of South Florida, info@miasf.org.

Palm Beach Boat Show

The 31st Annual Palm Beach International Boat Show is scheduled for March 17 to 20 along Flagler Drive in downtown West Palm Beach. The international event will feature more than \$1 billion worth of yachts, boats and accessories from global marine manufacturers, including hundreds of boats ranging from superyachts nearing 300 feet to small inflatables and other tenders, center consoles and sportfishers. Online Newsroom at www.Media.ShowManagement.com. Contact Daniel Grant, dgrant@piersongrant.com or Marielle Sologuren, mso-loguren@piersongrant.com.

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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.