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Power Up on Blogs & The Tube

Welcome to spring, fellow boating writers. This is the time of year we put that white flaky stuff in the rear-view and rejoice in warm breezes, sunshine, and shake-down cruises. You folks from Florida? You can stop laughing now. We've heard it all before.

There's one other thing that traditionally happened at this time of year: high page-counts and thick issues. These days, not so much. Woe is us, right? Again, we've heard it all before. But while much of the print world is rather static, there's more movement developing in the new media realm. This growth includes companies that traditionally focused in print. Visit the web site of any major magazine – much less the site of a dedicated marine dot-com – and you'll find more and more videos, blogs, and e-newsletters than ever before.

Are you freelancers getting in on that work? Are you staffers making yourself more valuable to your company by becoming involved in these growing pieces of our media world?

If the answer is 'no' you're missing the boat. Whether it's writing blogs and video scripts



Lenny Rudow (from l.), Gary Reich and Paul Cronin about to set off on a video adventure. (Photo: Boats.com)

or getting in front of a camera yourself, it's becoming imperative for any writer to develop his or her skills in

new media venues. If you want to stay in the business, you need to follow the market. Wondering just how good or bad our members were at keeping up with the times, I tried a little experiment with Google, YouTube, and

the names of a dozen well-known BWI members. Only half had any connection to blogs, and only three had a presence on YouTube.

The good news, for those of you who fall into the 'no' column? You can change this in a heartbeat. Shoot a short video bio and a boating how-to video or a product review or two, and start your own YouTube channel. Start your own blog. Jump into the new media world knowing that while what you do today may not pay at this moment, it lays the foundation for future work. And while the lion's share of high paying work may not reside in this segment at this moment, it's the one venue that has shown growth for a solid decade – and continues to grow today.

You can reach me at ultan-gler@aol.com.

Lenny Rudow
BWI President

A Note to Staffers:

Barely half of the writers appearing on the masthead of marine magazine's are BWI members, and only three publications in the industry maintain full membership. That's pretty sad. We need help from those of you who are lucky enough to have a full-time gig in this business. Initiate a conversation with the decision-makers, explain why supporting our organization is important, and push your publication for 100-percent masthead membership. (Added Bonus: there's a discount when a publication pays membership dues for multiple writers at the same time). For details email info@bwi.org.

Best Marketing Awards Presented

Marine Marketers of America (MMA) announced the winners of its eighth-annual 2015 Neptune Awards for Marketing Excellence during the Miami International Boat Show. “There were 97 entries in 13 categories, with a record-breaking total of 47 companies and advertising agencies participating,” said Wanda Kenton Smith, president of MMA. “There

was great diversity in terms of company size and type, and the standard of work, overall, was very high.”

“The 2015 Neptune Awards saw winners from all parts of

the marine industry, from a family-run marine supply firm in Alabama, to multi-national global giants,” said Sally Helme, who served as chief among the 12 judges. “The Neptune Awards are judged on the basis of marketing excellence. As this year’s competition reveals, every company has an equal chance to win.”

BWI member Supporters and communications firms recognized for “Best” in the following categories included:

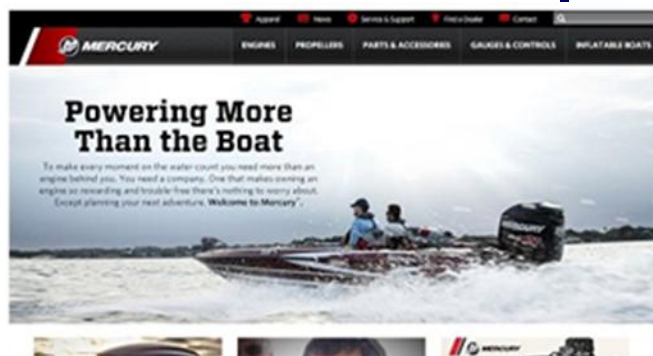
- Mobile App: Dominion Marine Media/Jester Communications, “Toucan Touch”
- Website: Mercury Marine, “New Global Website”
- Digital Newsletter: Turnkey Communications/Hatteras Yachts
- Email Promo Blast: Yamaha Watercraft/ICBM Media, “Lead Entry Email Campaign”
- Event Marketing or Sales

Best Event Marketing



Best Email Promotion (above)

Best Website (below)



- Promotion: Sea Tow International and the Sea Tow Foundation/Syron Design, “Designate a Sober Skipper”
- Product Literature: Mercury Marine, 2015 Product Catalog
- Marketing Innovation: Yamaha Watercraft/ICBM Media, “I-I Lead Nurture Program and Customer Scoring Model”
- Diversity Initiatives: Recreational Boating and Fishing Foundation/Lopez Negrete Communications, “Vamos a Pescar.”

All awarded entries and images may be viewed at www.marinemarketersofamerica.org.



Best Diversity Initiative



New Active Members

- CJ Chivers, Freelance Writer, Essex, CT
- Chris Dombrowski, Freelance Writer, Essex, CT
- Ann Eichenmuller, Freelance Writer, Farnham, VA
- Susan Everhard, Freelance Writer, North Miami, FL
- Jan Fogt, Freelance Writer, Essex, CT
- Adam Hyde, Freelance Writer, No. Vancouver, BC
- John Jinishian, Freelance Writer, Essex, CT
- Mike Litzow, Freelance Writer, Middletown, RI
- Arnold Markowitz, Freelance Writer, Essex, CT
- Nick Price, Freelance Writer, Essex, CT
- Parimal Rohit, Staff Writer/Reporter, Irvine, CA
- Doug Thompson, Freelance Writer, Ventura, CA

Tubing Safety Addressed in Video

A new Inflatables Safety Video, produced by the WSIA (Water Sports Industry Association), features important updates regarding safely using inflatables as a part of water sport activities such as tubing. The video speaks directly to consumers, putting the viewer in the driver's seat and encourages everyone to enjoy a fun and safe day on the water.

The video was produced with help from The Emily Catherine Fedorko Foundation (ECFF), a family foundation that provides funding to spread education, advocacy and awareness of boating and water sport safety for adults and children. It was estab-



lished after Emily's death in 2014 in response to a tubing accident that might have been preventable. ECFF hopes to educate teens and adults about safe boating practices and help advocate for additional training, specifically for tubing and other water sport activities.

Fedorko, 16, was killed while being towed on a tube in Long Island Sound off

Greenwich Point. A new Connecticut law which passed last year will make it illegal for anyone under the age of 16 to operate a boat towing a tuber or water skier and require any boat operator to complete a safety course on safe towing. "We did not want in any way to discourage or impede the ability of people to enjoy boating," Emily's father, Joe Fedorko, told the Greenwich Times, "Rather, we wanted to encourage having fun in the water with further safety requirements."

Access the video here: www.wsia.net/inflatables-safety-video/.

Active Anglers Profiled in Reports

Proof that fishing attracts people from all walks of life is underscored in the latest report produced for the American Sportfishing Association (ASA) by Southwick Associates which also sheds new light on anglers' fishing habits and loyalty to the sport. "Angler Segmentation - Looking at Licensed Anglers by Lifestyle," combines residency information from fishing license data with an extensive classification system for different neighborhood types across the country, defined by key demographic and socioeconomic characteristics of residents.

"Where you live is highly correlated with the lifestyle choices you make, including the pastimes you pursue and the products you buy," ex-

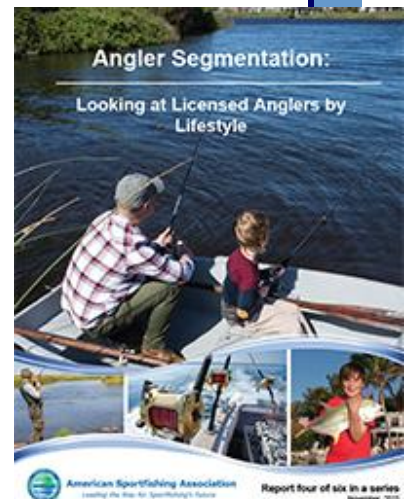
plained Rob Southwick. He suggests this kind of lifestyle segmentation data analysis can reveal what kind of fishing certain clusters of people would most likely take up and even what kinds of equipment and brands they're likely to choose – which can be helpful to sportfishing businesses and related media. By better understanding where current and potential new anglers live, and which messages and imagery will best resonate with them, recruitment and retention can be improved.

While the stereotypical angler is an older white male, the angling population is significantly diverse within that broad grouping. For example, it includes educated and active empty nesters who

choose to work longer to afford a vacation home; semi-retirees who've paid off their mortgages, have no desire to leave their communities; and well-educated suburbanites who love good food and wine, cultural events, home remodeling and gardening.

Top-10 lifestyle segments within the angling population include busy young professionals with families who value their time together. This includes one of the fastest growing markets in the country, a more ethnically diverse group that is younger with smaller children.

Access to this latest report can be found at www.asafishing.org/uploads/Report_4_-_Executive_Summary_-_Looking_at_Licensed_Anglers_by_Lifestyle.pdf.



Active & Associate Member News

McIntosh Adds Weekly, More Shows To Stable

Voice Media Group announced in February that it sold *OC Weekly*, its award-winning publication in Costa Mesa, CA to Irvine-based Duncan McIntosh Co. that publishes *Boating World* magazine, *Sea* magazine, and *The Log* Newspaper. Since 2010, McIntosh has also owned the journalism trade publication *Editor & Publisher*. "Purchasing the *OC Weekly* brings us full-circle. We started with a weekly newspaper in Newport Beach,

we're very excited to be taking over a publishing icon in Orange County with such a great staff and a major presence online," said company president, Duncan McIntosh.

In a separate announcement in early March, NMMA reached an agreement to transfer ownership of the Los Angeles Boat Show and San Diego International Boat Show to McIntosh. He explains the company will combine the two Newport Shows into one at Lido in May and eliminate the Newport September show. For more detail, go to www.thelog.com/Article/Duncan-McIntosh-Co-acquires-Los-Angeles-and-San-Diego-boat-shows.

Johnson Plugs Book To Benefit Charities

Bob Rich is chairman of the Cleveland Clinic, runs Rich's Foods, owns three baseball teams, and is an avid world

class fisherman who has hosted dozens of fishing tournaments raising millions of dollars for cystic fibrosis cure research. And he also finds time to write books, the latest of which is being promoted by boating and fishing publicist Pete Johnson. His new novel, "Looking Through Water," is described as a love and action adventure story, filled with conflict, emotion, healing and fishing in the Keys. Gaining 5-star reader ratings on Amazon.com, proceeds benefit Project Healing Waters, helping injured veterans and active duty military heal from physical and emotional wounds through fly fishing. For more go to www.BobRichBooks.com or contact Johnson for a Q & A with Rich at Johnson-Com@aol.com.

Martin Flory Signs Four New Accounts

Martin Flory Group has signed several new clients in the marine industry to represent them and promote their products in North America. The firms are:

- Golden Boat Lifts with capacities up to 250,000 lbs. to accommodate powerboats, sailboats and PWC.
- Argos Nautic builds U.S. Coast Guard-approved RIBs including a three-passenger tender.
- BoatTrack offers software

that tracks the boat manufacturing process, from order to post-delivery service.

- GlobalTec Solutions is an international distributor of marine and industrial products for recreational vessels, megayachts and commercial transportation.

Visit www.martinflory.com.

Boats & Bike Tour Heads to West Coast

After two previous successful motorcycling and boating events in 2013 and 2015, organizers of the Boaterz N' Bikerz of America Hull of a Tour return this summer for "Pacific Coast Rush," a nine-day escorted motorcycle ride from Seattle to San Francisco, including a two-day swing down to Big Sur and Monterey. The event runs July 22 to 30 and is sponsored by Freedom Boat Club, along with marine media sponsor *Soundings Trade Only*, platinum sponsor Regal Boats, Kenton Smith Marketing, and west coast host/marine retailer Alexander Marine. Said organizer Wanda Kenton Smith, "Captain Jim Krueger has planned another 2,000-mile boating and motorcycling extravaganza that covers some of the most breathtaking geography and terrain in all of North America." For more information email Kenton Smith at wanda@freedomboatclub.com.

Anchors Aweigh: OC Weekly Sold to Local Boating-Mag Publisher



Editors at *OC Weekly* reported on the McIntosh acquisition with somewhat skewed vision of the new owner's focus.



Supporting Member News

Volvo's Kull Named As Top Manufacturer

The Manufacturing Institute has announced that Marcia Kull, vice president of marine sales for Volvo Penta, has been named one of the top women in U.S. manufacturing for 2016. She is being recognized with the 4th Annual



Women in Manufacturing STEP (Science, Technology, Engineering and Production) Ahead Award, for women who have demonstrated excellence and leadership in their careers in all levels of the manufacturing industry. Contact Christine Carlson, christine.carlson@volvo.com.

Jeppesen Marine Biz Being Sold To Fund

Jeppesen, a part of Boeing Commercial Aviation Services, has announced an agreement to sell its marine business to Digital Marine Solutions, owned by the Altor 2003 Fund, which is part of the Nordic based Altor family of private equity funds. The acquisition is said to leverage Altor's experience in the marine industry with past and current holdings, most notably Navico, a recreational marine electronics company. Until closing, Jeppesen will continue to provide support to the users of its marine products and

services. Contact Mike Pound, michael.pound@jeppesen.com.

ZF Marine Blog Is Forum on Controls

ZF Marine is introducing a new blog to the maritime community about electronic control systems for both commercial and pleasure craft applications. Penned by Scott McCauley, the controls business manager, blog updates will appear bimonthly at www.zfmarinecontrols.com. McCauley has worked in ZF's controls business for the past 14 years and plans to cover various aspects of electronic control systems. "I hope to make electronic controls easy to understand and provide a forum for people to ask questions and share experiences" he says. Topics will address functionality, reliability, application, etc. The first entry is "Pre-Season Maintenance." Contact Martin Meissner, martin.meissner@zf.com.

"2nd Gen" Becomes Sea Tow Management

Sea Tow Services International, Inc., (STSI) has named Captain Joseph Frohnhoefer III its Chief Executive Officer and his sister, Kristen Frohnhoefer, President. The new titles recognize the leadership roles both have held at Sea Tow for the past several years, especially after the untimely passing in March 2015 of Founder, Captain Joseph "Joe" Frohnhoefer, Jr. "Joseph and Kristen spent their childhoods immersed in

the Sea Tow business – Joseph out on Sea Tow boats and engaged in operations with his father, and Kristen in the office engaged in all aspects of administration with me," said Georgia Frohnhoefer, Chairwoman of the firm. Joe III, has served from deckhand to Captain and joined the firm full time in 2002. Kristen spent summers working at the firm during ten years as a teacher, joining full time in 2003. She is also President of the Sea Tow Foundation. Contact Cindy McCaffery, cindymccaffery@seatow.com.



Capt. Joe, III (left) and Kristen Frohnhoefer take the helm at Sea Tow.

Seakeeper Has Record

Seakeeper recently reported record growth for 2015. The privately-held, Maryland-based company provides marine stabilization products. Launched in 2008, it now has over 3,000 units in operation on vessels ranging in size from 30'-220'. The business saw a 57% growth in shipments over 2014. Setting the pace was the 50' and under market, where the company says there previously was no option for stabilization. Significant growth was also achieved in the refit sector where the company saw an 80% increase in refit installations, making it over 25% of total business. Contact marketing@seakeeper.com.

Calendar & Events

BWI OFFICERS

President

Lenny Rudow ('17)

ultangler@aol.com

Ist Vice President

Lindsey Johnson ('16)

iamlindseyjohnson@gmail.com

2nd Vice President

Alan Jones ('16)

boatscribe@comcast.net

BWI DIRECTORS

Michael Sciulla ('18)

msciulla@gmail.com

Michael Vatalaro ('17)

MVatalaro@boatous.com

Zuzana Prochazka ('16)

totemgroup@msn.com

Chris Woodward ('18)

chris.woodward@bonniercorp.com

Charlie Levine ('18)

levine@fishtrack.com

BWI Past President

Alan Wendt

Alan@WendtPro.com

Executive Director

Greg Proteau

info@bwi.org



AIM & MIA SF Sign 30-Year FLIBS Deal

The Marine Industries Association of South Florida (MIASF) and Show Management have signed a 30-year agreement to produce the Fort Lauderdale International Boat Show. Show Management, which was purchased by Active Interest Media in 2006, has produced the show since 1976 when it moved to the Bahia Mar Yachting Center. "The success of FLIBS has been made possible through the close partnership among the MIASF, the City of Fort Lauderdale, Broward County, and Show Management," said Efrem "Skip" Zimbalist III, chairman of AIM and president of Show Management. The 57th annual show takes place Nov. 3 through 7.

Men & Cuba Added To Ladies Fish Events

Men and teens are now invited to join the ladies to tackle fishing skills at the South Florida "Ladies, Let's Go Fishing!" University, April 29 - May 1 in Dania Beach, FL. The weekend conservation-minded university offers classroom presentations, networking, hands-on skill practice and

an optional charter fishing trip. New for 2016 is a shorter, reduced-rate program, for those with busy schedules. Ladies have the option to register a male guest and/or teens to include the whole family. Eight thousand women have graduated. Another upcoming LLGF event is scheduled for Cuba, May 18-22. More details at www.ladiesletsgofishing.com.

Seek Vote on Top Boat - Fish Spots

Recreational Boating & Fishing Foundation is repeating its Top Family Fishing and Boating Spots Sweepstakes. Con-



sumers are asked to vote for their favorite family-friendly fishing and boating spots from among 310 across the country and will be entered to win an instant prize or stay at the Walt Disney World Resort, including a Guided Fishing Excursion. Voting lasts six

weeks ending on March 27. Go to <https://takemefishing.prizelogic.com/>.

Radio Tech Confab

Radio Technical Commission for Maritime Services Annual Assembly Meeting and Conference will be held May 15-20 in Clearwater, FL. The meeting begins with a reception followed by three days of technical sessions and a number of committee meetings and workshops. RTCM is involved with maritime radio navigation and policy issues, regulatory changes and technical standards development. Information at www.rtc.org/annual-meeting.php.

Salty Dawg Rally

The Spring 2016 Salty Dawg Rally for experienced blue water sailors will depart Tortola in the British Virgin Islands for the Chesapeake and other points north May 15. Over 470 boats and more than 1,880 sailors have participated in the rallies since the nonprofit organization was founded in 2011. The Spring and Fall Rallies provide an extensive range of support and services. Details at <http://saltydawgrally.org/>.

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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.