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Fame and Fortune (of sorts)

What's the number-one reason people join BWI? Fame and fortune. Yes, I'm talking about our annual writing contest. And yes, both the cash and the recognition are on a rather (ahem) minor-league scale. But being recognized by your peers in the contest does help boost your rep, and if you can snag a prize or two you may make more money from the contest than from the original assignment.

I'm surprised that more writers don't take advantage of it, or take *more* advantage of it. If you only have one entry in December, and when a category falls short of the 10 required entries, something's wrong. We as an organization want more people to become involved in the contest, we want to see a wider pool of winners go home with cash, and we most certainly don't want money left on the table due to eliminated categories.

So let's look at things every potential prize-winning BWI member should keep in mind.

- Start thinking about the contest right now. The year is already close to half over – do you already have a list of potential entries, that's half complete? You should if you're serious about winning.
- When you identify a poten-



Check and a plaque, plus a “rep boost.” Matt Anzardo (l.) of Awlgrip/Interlux hands the booty to Kevin Falvey. Photo: Ron Ballanti

tial contest-winning article, look at the contest categories and judging criteria, then go back and tweak the article as necessary. The judging criteria are based on what makes for good writing, so using it as a guide when you're putting the finishing touches on an article has the added benefit of improving the quality of your writing. The judging criteria are on the BWI website under the Writing Contest tab.

- Look at last year's contest winners. Links to the top three articles or blogs or videos are also posted under the Writing Contest tab.
- Volunteer to judge. Reading through all of your competition's entries will give you a better idea of what you're up against, and gives insight into

the judge's train of thought.

- Make your article as close to perfect as possible prior to submission. Remember that a typo or a poorly worded sentence sticks out like a sore thumb and more or less ruins the chances of winning a prize. Don't depend on a copy editor to pick that stuff up; they make mistakes, too. A clean submission has a much better chance of being clean in its final form.
- Take the time to struggle over creating a line or three in potential prize-winning articles that has some real pizzazz. To stand out among the crowd, you need to write something that grabs the judges. You need to add that something special, to make a solid article a great one – a prize winner.

Notice any theme? In most of these cases, doing extra work on an article to give it a better chance in the contest also happens to improve your own writing. And that, my friends, is another good reason for participating in the contest in the first place.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

BWI Unveils Revamped Website

A complete updating of BWI's website has taken place offering a refreshed look and catalog of information and resources for members and others with interest in marine media and communications. Last revamped in 2010, the new format mirrors the significant changes that have taken place in media and the boating industry – and web management – in that period.

Highlighted and simplified navigation details focus on the association's key efforts, including communications via a monthly newsletter and on-site reviews of issues and news of members and the industry. A Directory of writers is included and searchable by geography and writing specialties and credits. The Annual Boating Writing Contest is detailed,

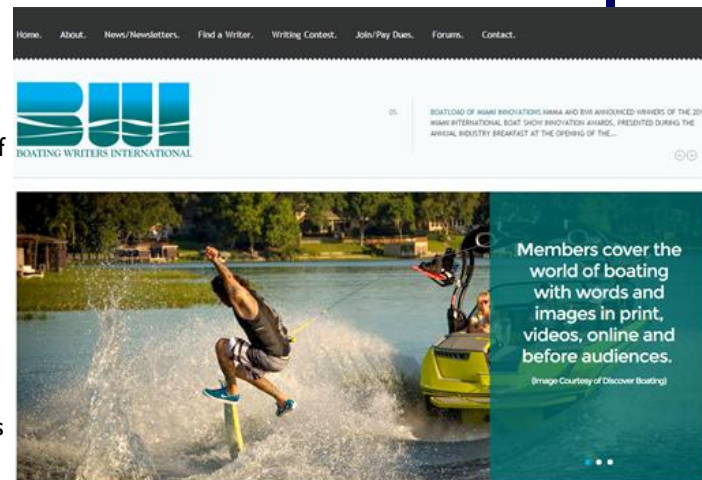
noting award recipients and entries of several past years as well as details of entering. A new feature spotlights the growing

use of videos in the marine media arena while links to Facebook and LinkedIn forums are provided.

Additional Resources explain benefits such as group meetings, issuance of press cards, innovation award judging routines, an ethics policy,

job board availability, access to craft improvement webinars and a Supporting Member listing.

To preview the beta site, go to www.bwi.org/2015/; shortly, the live link will revert to www.bwi.org.



Dues Renewals Have Been E-Mailed



INVOICE

2016 Annual Membership Dues in Boating Writers International (membership year is January 1 - December 31). BWI is a not-for-profit professional organization.

Active, \$50 U.S. Associate, \$60 U.S.
Supporting, \$175 U.S.

BWI's EIN # is 52-1501292

Pay with a credit card at www.bwi.org, click on the "Join" tab and scroll down to the PayPal buttons.

Please send updates of Annual Directory listings by email to info@bwi.org.

BWI members who are not current with 2016 dues received a recent email reminder. An invoice was contained in the email noting these have not been sent by snail mail.

Members are asked to check their listing in the Annual Directory (go to www.bwi.org/downloads/BWI-Directory-15.pdf) and advance updates if needed by email (info@bwi.org) to BWI HQ.

Dues payment keeps access available to the member benefits, including:

- Regular Communications about your colleagues and the industry
- Your Online Listing at bwi.org where people go to find writers
- Access to BWI's LinkedIn pages with helpful discussions and tips
- Listing in the Annual Directory used by the industry to find you
- Free first two entries to the Annual Writing Contest
- Details about & easy access to boat shows with your BWI Press Card
- And more!

“Speed” Blog Grows to Pub Concern

Matt Trulio writes that his venture into blogging, “SpeedOnTheWater.com,” launched in the throes of the Great Recession has gained traction, readers and supporters, and evolved to include more traditional print publishing.

“In November, 2008, I received two phone calls – from my two primary clients – that translated to losing two-thirds of my income. I started ‘Speed’ as a blog to pass the time while I panicked in early 2009, as part of the Boater-mouth.com group that was a great idea but ultimately failed.”

Written and edited by Trulio and co-publisher/art director Jason Johnson, who have a combined 25 years of covering high-performance boating, Speed is dedicated

to giving its visitors the inside story on the spectacular events, people and products that make up the world of performance boats. Based in California, the daily news and features site caters to the go-fast community, focused on delivering fresh, accurate and engaging content.

“Today we publish news seven days a week – we’re approaching the 4,000-story mark – and have a weekly newsletter and bi-monthly digital magazine. We published our first print magazine in January, an oversized 132-page Year-In-Review edition. In 2015, we had 1.1 million visits, not big numbers in a general sense but huge for a niche content site.

“We’ve created income for photographers, writers, Johnson, who became my co-

publisher in two years after I started, and myself. We are by no means getting rich from our efforts, but have grown every year. Plus, we’ve



created a media company that puts the creatives first ... we pay immediately for example, and treat our people with the respect they deserve.”

Contact Trulio at matttrulio@gmail.com.

Safe Boating Week, May 21- 27

National Safe Boating Week, May 21 – 27, launches the yearlong 2016 North American Safe Boating Campaign. This campaign promotes safe and responsible boating and the value of voluntary, consistent life jacket wear by recreational boaters through the national reminder message, “Wear It!”

“What looks like a perfect day for boating can quickly become hazardous if you end up in the water,” said Rachel Johnson, executive director of the National Safe Boating Council, the lead organization for Wear It! “You can have a great time while choosing to

always wear a life jacket and being a responsible boater.”

U.S. Coast Guard statistics show that drowning was the reported cause of death in three-fourths of recreational boating fatalities in 2014, and that 84 percent of those who drowned were not wearing life jackets.

New life jackets are made to be more comfortable, lightweight and stylish than the old-school bulky orange style. Innovations include inflatable life jackets, allowing

mobility and flexibility for activities, and materials that are cooler in the warmer weather.

Throughout the campaign, Wear It! will remind boaters of the importance of boating safely, including consistent life jacket wear, boating sober, knowing navigational rules and having a proper lookout. Partners will host local events, teach classes, on-water training, distribute educational materials, and perform free vessel safety checks.

For more information, visit www.safeboatingcampaign.com/resources/resource-kit/.



Active & Associate Member News

DeBartolo Profiled As Original "Mad" Man

Members may know Dick DeBartolo for his writing in *Powerboat* magazine and gadget reviews on television (www.GizWiz.Biz), but he was recently saluted by AARP (formerly known as the American Association of Retired Persons) as being one of eight staffers at *Mad* Magazine who have hung on for 50 years. Included in an article profiling "the original gang of idiots," he sold his first piece to the magazine, a TV ad parody, in 1962 while still in high school and has evolved into what he now calls himself "Mad's Maddest

Writer." AARP's article suggests *Mad* spawned additional humor mags such as *National Lampoon* and *Spy* and influenced the creation of Saturday Night Live and numerous TV comedy shows. For the whole story, go to www.aarp.org/entertainment/style-trends/info-2016/mad-magazine-original-authors.html.

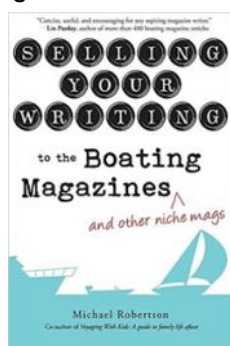
DeMartini Adds Yoga To Performance Gig

Writer and publicist Marilyn DeMartini has teamed up with Broward Health of Fort Lauderdale to offer yoga classes to local-area residents as part of its new "Say 'Yes' to Yoga!" program. Known for her penchant for go-fast performance craft and regular Harley rides – and coverage for clients in the speed and active lifestyle fields – she's also taught yoga and fitness classes for over 40 years from

Pennsylvania to Massachusetts and for the past 20 years in Fort Lauderdale. "Yoga is not just about chanting and meditating – it is a fun and functional adjunct to any fitness program," DeMartini says. Contact her at md@prpower.biz.

Selling to Mags, Robertson Tells How

Michael Robertson shares his knowledge and lessons learned from selling dozens of stories to boating magazines in the U.S., Canada, and the U.K. in his new "Selling Your Writing" book. The description suggests whether the aim is to sell writing to boating magazines or knitting magazines or yoga magazines, the information and anecdotes presented are said to offer a clear path to realizing or improving writers' publishing ambitions. "From now on when I get queries from sailors wanting to know how to get started as writers for the



press, I'll recommend this book," offers Karen Larson, publisher of *Good Old Boat*. Robertson lives aboard a sailboat with his wife and two daughters. They are constantly on the move (by choice) and currently (2016) in the Kingdom of Tonga. He has received several BWI writing awards and is co-

author of "Voyaging With Kids: A guide to family life afloat." Visit www.forcefour-pubs.com; contact Robertson dcwritereditor@hotmail.com,

Sail Duo Partner Gordon Groene Dies

Active member Gordon Groene died March 21. Gordon and Janet Groene were 10-



Gordon and Janet Groene.

year liveaboards who sold their own Botved LA Cruiser sloop when magazine assignments began sending them all over the world under power and sail. With Janet as writer and Gordon as photographer and skipper, the couple wrote dozens of books including *Open Road Caribbean Guide*, *Living Aboard* and *Creating Comfort Afloat* (Hearst), *Cooking on the GO* (Sail Books) and *ABCs of Boat Camping* (Sheridan House). The couple's awards include the NMMA Directors' Award for boating journalism and several Captain Fred E. Lawton Boating Safety awards. Janet is a full-time travel writer who continues to write the Living Aboard column for *Houseboat* magazine. Contact her at janetgroene@yahoo.com.



DeBartolo seen through the eyes of Mad's "Doodler-in-Chief" Sergio Aragonés.

Supporting Member News

Mercury Recognized For China Presence

Mercury Marine was recently honored with the “Best Brand Penetration Award” at the 2016 China International Boat Show in Shanghai. The Asian Marine & Boating Awards consists of a panel of judges from Asia and Australia, made up of marine executives and members of the media. “The Mercury brand continues to grow in Asia and that’s due in large part to our product leadership and commitment to our customers,” said Bill McEathron, general manager for Asia. The firm also won the 2014 & 2015 Asia Eco Award at CIBS, in ’14 for its lightweight 370 h.p. Diesel TDI 4.2L engine and in ’15 for its 75-115 h.p. Four Stroke outboard engine platform. Contact Lee Gordon, Lee.gordon@mercmarine.com.

New Fish/Boat Maps Show Access Points

Boaters and anglers throughout the country are making their way to the redesigned www.takemefishing.org and revamped Places to Fish and Boat Map. The map identifies fishing and boating locations across the U.S., includes



Boat/fish resources are pinpointed on new maps produced by RBFF.

launching locations, nearby bait shops, marinas, outfitters, license vendors, fishing and boating spots and more. In addition to the map, the new TakeMeFishing website has been optimized for all screen sizes and formats through responsive design. Contact Stephanie Vatalaro, svatalaro@rbff.org.

Sea Tow Foundation Has New Website

The Sea Tow Foundation for boating safety and education has created a new website at www.boatingsafety.com. It’s designed to provide improved navigation and functionality throughout, allowing visitors to access detailed information and videos with the option to share information across all major social networking sites. Included is information to help visitors understand the Foundation’s range of boating safety and education programs and solutions, such as a Designated Skipper Campaign and Life Jacket Loaner Program. Contact Cindy McCaffery, cindy.mccaffery@seatow.com.

Programs Set To Combat Marine Junk

The BoatUS Foundation for Boating Safety and Clean Water will be tackling waterborne junk in three projects that will help remove large debris, a sunken fishing boat, and will explore the issue of boats entangling commercial fishing gear. A \$51,000 grant to remove large debris comes from the NOAA Marine Debris Program to part-

ner with fleets of TowBoatUS South Shore, OH, and TowBoatUS Ocean City, MD, as well as local monitoring agencies – all whom will be matching funds through in-kind services. A \$103,000 grant from the Fishing for Energy program will fund a study and develop educational tools to reduce interactions between recreational boats and fixed commercial fishing gear, matched by a \$140,000 donation of services by the Foundation. Contact Scott Croft, SCroft@BoatUS.com.

ABYC Raises Bar for Service Technicians

Beginning May 1, the American Boat & Yacht Council (ABYC) will require continuing education credits (CEUs) and two years of documented work experience to achieve status as an ABYC certified technician. With more than 3,000 certified service professionals, ABYC’s national certification program – with 8 different specialty courses – has industry-wide acceptance and recognition. Those certified have passed an exam and those with three or more certifications are designated as master technicians. With technology changing rapidly, “ABYC feels that continuing education is now more than ever a mandatory requirement for maintaining an ABYC certification,” said Ed Sherman, vice president and education director. To find an ABYC certified technician visit www.FindaBoatTech.org. Contact Shannon Seipp, sseipp@abycinc.org.



BoatUS and partners will be working to reduce these unwanted encounters.

Calendar & Events



DC Boating Congress Convenes in Early May

Recreational boating industry advocates, stakeholders, policy makers, co-hosts and more will convene May 9 - 11 for the 2016 American Boating Congress (ABC) in Washington, DC. It takes place at the Renaissance Hotel and will again feature a line-up of representatives from agencies, Congress and industry addressing legislation or regulations that impact the overall marine business. Find more information and registration details at www.nmma.org/government/abc/registration.

Boat Safety Council To Fill Vacancies

The National Boating Safety Advisory Council, which advises the Coast Guard on recreational boating safety regulations and other major boating safety matters, is considering applications for eight positions which will be vacant on December 31, 2016, including three representatives of national recreational boating

organizations or the general public. Those interested in applying need to provide an application, resume and cover letter expressing interest by May 23. For more information, contact Jeff Ludwig, 202/372-1061.

Women's Sail Confab June 4 in Marblehead

The 15th Annual Women's Sailing Conference, organized by the National Women's Sailing Association (NWSA), will take place June 4, at the Corinthian Yacht Club in Marblehead, MA. Through hands-on workshops, semi-



nars and on-the-water experiences, participants will learn or hone sailing skills, and network with other women sailors from all areas of the country. Contributing sponsors include BoatUS and New England-based Black Rock Sailing School. Details at www.womensailing.org/women-s-sailing-conference.

Electronics Expo Set for September

Details for attending the 2016 International National Marine Electronics Association's Conference & Expo, to be held September 20 - 22 in Naples, FL, are posted at www.expo.nmea.org. Attendee registration opens in May, evolving developments in the education tracks and program can be followed under the "schedule" link. Contact info@nmea.org.



New Active Members

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Ambrosia Brody, Editor,
Fountain Valley, CA

Mike Werling, Editor,
Fountain Valley, CA

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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.