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## All for One and One for All

In the space of a year, I've been to two of the most unusual press events of my career. Both were sponsored by a major marine manufacturer – Yamaha – and neither were product-centric. In fact, the first one featured no new product at all. Zero, zip, nada. It was a trip to the Kenai Peninsula to go salmon fishing late last summer, and when I asked about new product being introduced, the rep said, "That's not really what we're here for. We want to give you this experience so you can help communicate the value of working together to protect and enhance this fantastic fishery, and others like it."

The second was an event held in Baltimore, MD, an exceptionally strange place to hold an on-the-water press gig. Except that along with promoting a couple of new products, the aim was to expose a number of boating writers to the fishing and boating opportunities found in a city with a working port.

Is this completely altruistic? Of course not. Exposing and developing more and better boating opportunities nationwide certainly benefits the event's sponsor. But it also benefits each and every one of us in the industry. We've seen similar efforts before; Viking provided the seed that be-



**Senator Lisa Murkowski speaks at the Sportfishing Roundtable, before participants head to the Kenai River for salmon fishing.**

came the Recreational Fishing Alliance, Grady-White sponsors the Dolphinfish Research Program, and other manufacturers support organizations like the American Sportfishing Association and the Coastal Conservation Association.

For fear of overlooking groups or entities that see beyond the product push, we know there are many others. If you are planning a media event along these or other good hearted goals, let us know to share them with members. And most know we share long lists of press events around boat shows.

We should be glad that some manufacturers are willing to pony up to help the industry as a whole, and more importantly, to help enhance

and protect the fishing and boating opportunities enjoyed by our readers. And this is where we come in.

We should all be wracking our brains to come up with cool new article ideas that accomplish the goals of these atypical press conferences, and ones like them. We should be trying to reach out to our readership in ways that expose them to new opportunities and ideas, as well as encouraging the protection of existing ones. Most of you writers already know this, but we don't always push the concept on our editors and publishers.

If any of you decision-makers happen to read this, please give us some leeway in what we're writing about even if it doesn't help you sell an ad page. And if any of you manufacturers are reading this, while we certainly want to cover your products, help us mix that coverage into broad-perspective topics and issues. You may not get as many printed words dedicated to your widget, but in the long run the ink you get is sure to be beneficial – to you, and to the industry as a whole.

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

**Lenny Rudow**  
BWI President

# E-15 Ethanol Fuel Warning Reissued

As summer boating season heats up, the Boat Owners Association of The United States (BoatUS) and National Marine Manufacturers Association (NMMA) are cautioning boaters to be mindful when fueling, especially as the federal government's Renewable Fuel Standard (RFS) is increasing the risk of consumer mistakes. Wrong fuel choice at the pump can lead to



**More choices for fuel at the pump are increasing the chances for misfueling by boat owners.**

expensive, warranty voiding repairs and dangerous engine failure.

Said BoatUS President Margaret Podlich, "Boats can only run on 10% or less ethanol content (E10) fuel ... with more E15 (gasoline with 15%

ethanol) forced into the fuel supply by the RFS, the threat of accidental misfueling – especially at gas stations with blender pumps – is growing."

"By increasing the share of fuels in the marketplace that are unsafe for marine engines, the federal government's RFS is putting boaters at risk," warns NMMA President Thom Dammrich ... "misfueling a boat with E15 can include stalling, corrosion, fuel leaks, damaged valves and complete engine failure."

An estimated 95 percent of boats are filled at retail gas stations, but a 2016 Harris Poll commissioned by the Outdoor Power Equipment Institute found 60 percent of consumers believe any gas sold at retail stations is suitable for all engines and prod-

ucts. Only 36 percent know E15 is harmful to some engines – with just five percent aware that its use in those engines is also illegal. Additional details and media materials on the issue can be found at <http://opei.org/20ethanolwarning/>.

The boating industry and others have sought to fill the gap and inform the public about the need to be vigilant when fueling and not assume that just because a gas station sells several fuel types from the same pump that each is suitable for marine engines.

For more information on proper marine fueling, fuel-related maintenance, and boating industry efforts to reform federal ethanol mandates visit [www.BoatUS.com](http://www.BoatUS.com) and [www.NMMA.org](http://www.NMMA.org).

## Top Boating & Fishing Spots in U.S

The Recreational Boating & Fishing Foundation (RBFF) has released the 2016 Top 100 Family-Friendly Places to Fish and Boat. Florida's Everglades National Park snagged the No. 1 position as the best place to fish and boat in the U.S. for the second consecutive year. More than 300 sites representing all 50 states were pre-selected from across the U.S. then tied to a sweepstakes where entrants were able to vote for their favorites.

Criteria for the Top 100 included having a public body of water within driving distances of a major city, good



fishing opportunities and family-friendly amenities. This year a new Spanish-language version of the survey was added. Nearly 35,000 different anglers and boaters cast nearly 650,000 votes.

Rounding out the top 10 list this year were:

- Bahia Honda State Park, Atlantic Ocean, FL
- Blue Springs State Park, St.

- Johns River, FL
- Kissimmee State Park, Lake Kissimmee, FL
- Clear Lake State Park, Clear Lake, CA
- Brannon Island State Park, Sacramento River, CA
- Dockweiler State Beach, Santa Monica Bay, CA
- Hanging Rock State Park, Hanging Rock Park Lake, NC
- Guntersville State Park, Guntersville Lake, AL
- Lake James State Park, Lake James, AL

For a list of the 100 top spots, find the link at <http://news.takemefishing.org/home>. For more information contact: Stephanie Vatalaro, [svatalaro@rbff.org](mailto:svatalaro@rbff.org).

# Supporting Member News

## Dometic & MyTaskit Team Up On Manuals

MyTaskit, a provider solutions for connecting service professionals to their technicians and customers, has teamed up with Dometic to offer digital operating manuals and automated service reminders for the recreational vehicle, automotive, truck, lodging and marine markets. MyTaskit has a free web app for boat owners accessible via any desktop or mobile device to better manage maintenance and repairs. More details at [www.mytaskit.com](http://www.mytaskit.com).

## ACR Celebrating 60 Years of Saves

ACR Electronics, a Drew Marine Company serving the safety and survival industry, celebrates its diamond anniversary this year. Over the past 60 years ACR has manufactured lifesaving equipment for military forces, aviation



and space programs, and maritime and outdoor enthusiasts worldwide. The company was founded by the late David Rush and has changed owners four times since 1956. ACR will host celebrations at their headquarters in Fort Lauderdale, FL over the balance of the year and a media event during FLIBS. Contact Nichole Kalil, [nichole.kalil@acrartex.com](mailto:nichole.kalil@acrartex.com).

## Xantrex Adds to Tech Doc Library

Xantrex has released a new "Tech Doctor" article to expand its library of educational content. The articles and videos aim to answer the most frequently asked questions, troubleshoot and provide technical insight. The goal is to help end users make the right decisions for their application. In the latest article, the Tech Doctor addresses how to get the best out of an inverter and what type of power sources make the most sense. Access articles here: [www.xantrex.com/power-products-support/tech-doctor.aspx](http://www.xantrex.com/power-products-support/tech-doctor.aspx). For information or to submit a question, contact Mitul Chandrani, [Mitul.Chandrani@schneider-electric.com](mailto:Mitul.Chandrani@schneider-electric.com).

## Readers Say Merc 115 Is Favorite Outboard

Mercury Marine will be presented the *Game & Fish Sportsman* magazine's Readers' Choice Award for "Favorite Outboard" during the ICAST show in Orlando for its 115 Pro XS Four-Stroke outboard. Said magazine publisher Peter Gross, "More than 250 voters took the time to write and tell us what they liked about the 115. They often mentioned three things: this motor is quiet, sips gas and is powerful." The magazine conducts two award series each year when 3,000 readers vote for favorite fish/boat gear. Contact Lee Gordon, [Lee.gordon@mercmarine.com](mailto:Lee.gordon@mercmarine.com).

## Stealth Destroyer Has Furuno Nav Gear

The U.S. Navy recently launched the USS Zumwalt (DDG-1000), lead ship of a new class of stealth destroyers. Furuno was selected as the primary navigation and Global Maritime Distress and Safety System emergency communications provider and provided training and support throughout installation and commissioning. The package included four navigational radars, GMDSS communications, satellite speed log, and navigational telex systems. Contact: Jeff Kauzlaric, [JeffK@Furuno.com](mailto:JeffK@Furuno.com).



The USS Zumwalt is expected to carry a complement of 80 Tomahawk long-range, subsonic cruise missiles, designed to attack a variety of surface targets.

## "Easy Boating" Plan Advances for Volvo

At a press event in early June in Sweden, Volvo Penta unveiled products aimed at making the boating experience easier and more enjoyable. The company's "Easy Boating" vision is built on "Volvo's leadership with integrated power systems – whether in marine, trucks or the construction industry – ... key to optimizing the system performance, fuel efficiency and improving the customer experience," said Ron Huibers, president of Volvo Penta of the Americas. For more detail, go to [www.pitchengine.com/pitches/2b43ccc8-f8bb-430a-b1d8-7926e5361947](http://www.pitchengine.com/pitches/2b43ccc8-f8bb-430a-b1d8-7926e5361947). Contact Christine Carlson, [christine.carlson@volvo.com](mailto:christine.carlson@volvo.com).

# Calendar & Events

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## Sportfish Trades Meet at ICAST Show in July

The 59th International Convention of Allied Sportfishing Trades, ICAST, is billed as the world's largest showcase of fishing tackle, apparel and accessories. It takes place July 12-15, at the Orlando Orange County Convention Center, will host 600 exhibitors, a 650,000-square-foot show floor, a lineup of business and networking events and more than 13,000 attendees. Produced by the American Sportfishing Association, a new attraction includes a Marine Accessories Pavilion hosted by NMMA. Details at [www.ICASTfishing.org](http://www.ICASTfishing.org).



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## Entry Due Dates For Electronics Awards

Changes and improvements have been made by the National Marine Electronics Association's Product of Excellence Awards and Technology Award, to be presented at the 2016 NMEA International Marine Electronics Conference & Expo in September in Naples, FL. Excellence Awards nominations are due July 15.

The Technology Award, given to a single product as the most innovative among those nominated by manufacturers, must be nominated by September 2. The Tech Award is selected by an independent panel of judges to include two NMEA Certified Marine Electronics Technicians (CMETs) and three marine electronics journalists drawn from BWI. Award details are on [www.NMEA.org](http://www.NMEA.org).

## Marine Innovations Wanted for IBEX

The International Boatbuilders Exhibition & Conference Innovation Awards will show-

case and recognize manufacturers and suppliers who bring new, innovative products to the marine market.

Recipients are selected by a panel of judges organized by BWI. Deadline to enter is August 26.

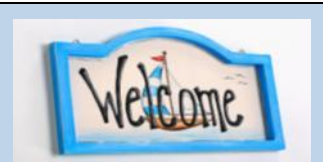
Products entered in the Innovation

Awards program are displayed during all of the show, scheduled for October 4 to 6 in Tampa, FL. Find more information at [www.ibexshow.com/innovation-awards-exhibitors/](http://www.ibexshow.com/innovation-awards-exhibitors/); Contact Rachel Timko, [rtimko@nmma.org](mailto:rtimko@nmma.org).



## Next "Ladies - Fish!" Event Set for August

The Ladies, Let's Go Fishing nonprofit Foundation will host the Northeast Florida Fishing University and Fun Tournament Aug. 13-14 in St. Augustine, FL. Women can learn, then practice fishing at several hands-on skill stations and participate in optional charter fishing plus a tournament. Registration includes networking reception and fundraisers, classes, hands on practice and more. Ladies can also register family members. Details at [www.ladiesletsfishing.com](http://www.ladiesletsfishing.com).



## New Active Members

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Greece

Lew Freedman, Newspaper  
Staff, Cody, WY

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Website Content Producer,  
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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.