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Losing A Friend, Looking Ahead

Greetings, members, I hope your summer's going great and your boats are running strong. We recently held our summer BWI board meeting via conference call, so I wanted to update everyone on a few highlights that should be of interest.

First and foremost, we were all terribly sorry to learn of the passing of Captain Chris Kelly. This was a guy who not only made his mark in the industry, but also created a bright moment many of us looked forward to at every major boat show. Bumping into Chris at Miami or Lauderdale was always a spot of sunshine on a cloudy day and he'll be sorely missed. He's survived by former BWI president Jeanne Craig, another industry long-timer who we know and love, and their two children Kyle and Lauren. See page 4 for a bit more detail.

In the established tradition of our Executive Director Greg Proteau I'll give you the following extensive financial report: we're good. But we do still have a lot of unpaid members out there, a particularly high percentage of whom are masthead staffers at major

publications. You staffers are the backbone of our organization and your publication can get a membership discount by enrolling multiple members at the same time, so let's speak with our publishers and get everyone paid for.

come to us, as opposed to us endlessly walking the convention center isles.

We're going to add a detailed run-down on the event to our web site, so stay tuned for more info and if you plan to attend IBEX this year, make

sure to put Pitch the Press on your calendar. If you haven't "liked" the BWI Facebook page yet, add it to your feed so you don't miss being updated on this and other news and events.

Finally, we talked a bit about this year's writing contest. We don't foresee any major changes, but all members should remember that we had some very low-volume categories last year, the Environmental and Photography categories, which you may want to target for entry. Entering a category with minimal competition means you have a better chance of leaving Miami with a check in your pocket – and that's something we all want to see happen.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President



BWI judges at last year's IBEX (from l.) Gary Reich, Roger McAfee and Mike Vatalaro with a Motor Guide rep. Photo: Alan Wendt.

With IBEX on the horizon, we're planning another (free!) Pitch the Press event. For those of you who aren't familiar with this fairly new gig (we've held it the past two years) it gives manufacturers and their reps a short window of opportunity to highlight their hot new products to us, in the same place at the same time. Members who have attended in the past found the experience an exceptionally valuable use of time since they

Fishing Drawing New Participants

Fishing remains among the most popular outdoor activities for adults, according to the 2016 Special Report on Fishing released by the Recreational Boating & Fishing Foundation (RBFF) and the Outdoor Foundation at the recent ICAST show. The report reveals that more than 2.5 million people

search will help RBFF and the fishing/boating industries ensure future growth for the sport, and the state conservation efforts that rely on it."

The eighth annual report details fishing participation by gender, age, ethnicity, income, education and geography. Key findings:

- Freshwater fishing remains the most popular type of fishing - almost 38 million people - and also had the highest rates of female (34.4%) and youth participants (33%).

Family-Friendly -

- Adults with children in their households participated in fishing at higher levels than those without (18.7% vs. 13.3%).

Youth -

- Youth participation saw a 2% increase overall in 2015, with 6.7 million participants, ages 6 to 12, and 4 million participants, ages 13 to 17. - Almost 83% of participants fished as a child, making youth participation a powerful motivator for the future.

In addition to overall trends in participation, the report also looks at barriers, motivating factors and preferences of key groups, along with opportunities for engaging new audiences. To download the report, visit RBFF's Resource Center at www.takemefishing.org/corporate/resource-center/research/fishing-boating-research/.

Resources That Would Make It Easier to Fish

	Fishing Participants, Ages 18+
Easier/more affordable access to boats	35.2%
Easier/more affordable access to fishing equipment	33.4%
Short lessons/information session from a state agency or guide	17.3%
Mobile guides that you can access on the water	15.9%
More free time	2.0%
More access	1.0%
None	11.3%

had their first fishing experience in 2015, and a total of 45.7 million Americans (15.6 percent of the U.S. population) participated in fishing.

"We are pleased to see many positive trends in this report such as increases for first-time, youth and Hispanic participants," said RBFF President and CEO Frank Peterson. "Previous research tells us 126 million people have tried fishing, but with only 46 million actively participating, we have a big opportunity in front of us. The insights from this re-

Newcomers -

- 2.5 million people had their first fishing experience in 2015 - up 4% from 2014 - 44% of new participants are youth ages 6-17; 46% are female.

Popular -

- Fishing is the second most popular outdoor activity for adults ages 25+, behind running/jogging/trail running. - 76% of fishing participants ages 6+ participate in fishing and another outdoor activity

Last Call for '16 Dues

The final reminder on payment of 2016 dues has been sent (you know who you are), and the cutoff date is here. Please fire in a check or visit www.bwi.org under the "Join" tab to use a credit card with PayPal.

- Dues keep your benefits flowing, including:
- Regular Communications & Networking
 - Annual Directory & Online Listing
 - Access to BWI's LinkedIn
 - Free first two entries to the Writing Contest
 - Easy access to boat shows with BWI's Press Card

We very much appreciate everyone's continued support.

Advertising Offered In BWI Annual Directory

BWI will be accepting advertising in the BWI Annual Directory published this summer. It's distributed to all current Active, Associate and Supporting members, numbering approximately 350 with another 50 or more copies sent during the year to new members.

Distributed in a PDF format, pricing is \$250 per full page (7w- x 10h-inches) or \$150 per horizontal half-page 7w- x 5h-inches), available in those units only. These prices are available to Supporting Members. Materials will be needed in early-August. To reserve space or for more information, contact Greg Proteau at info@bwi.org, 847/736-4142.

FLIBS Impact is \$857 Million: Study

The Marine Industries Association of South Florida and Show Management, the owners and producers of the Fort Lauderdale International Boat Show, respectively, announced the results of an economic impact study that pegs last year's event contributed \$857 million to the overall economy in the state.

"The continued growth and strength of the Fort Lauderdale International Boat Show, the largest boat show in the world and the largest single event in the State of Florida, is only possible because of the coordinated effort of the entire community," said Efrem "Skip" Zimbalist III, president of Show Management.

Phil Purcell, Executive Director of the Marine Industries Association of South Florida, added, "The economic impact of FLIBS dwarfs a Super Bowl, and it happens



year after year – contributing to the sustainability of 136,000 marine industry jobs and \$11.5 billion to the economy in the region."

Major FLIBS financial contributions during a five-day period include:

- \$857.3 million in economic output throughout the state of Florida as a result of the infusion of purchases and expenditures
- \$508.3 million in total sales by FLIBS participants
- \$380.8 million in estimated

sales by Florida companies, of which \$240.7 million was contributed by the tri-county area and \$131.5 million by Broward County

- \$51.2 million in sales and excise taxes, with \$16.9 million in Broward County alone
- \$304.3 million in statewide personal income and economic activity
- 58% of visitors were from outside the region, 54% were from outside Florida, including 10% foreign visitors
- An average expenditure of \$208 per day by out-of-town visitor (hotels, restaurants, retail spending, local transportation)
- \$29.6 million in non-local visitor expenditures.

This year's show takes place November 3-7. The full report can be found by visiting www.miasf.org. Contact Daniel Grant, dgrant@piersongrant.com.

IBEX Returns to Tampa in October

The International BoatBuilders' Exhibition & Conference will present thousands of the newest products and innovations expanding over three floors and two sold out exhibit halls for 7,000+ marine industry professionals and media October 4 to 6 at the Tampa Convention Center in Tampa, FL. IBEX, the largest North American trade event for boat building, design, and maintenance, will offer 550+ exhibiting companies – of which over 100 are new – networking events and edu-

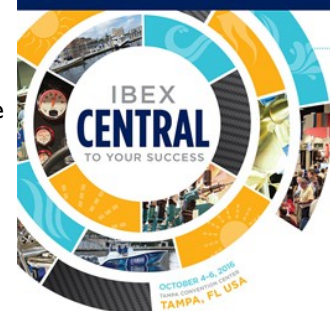
cational opportunities.

Kevin Harrington, inventor of the Infomercial and original "Shark" on ABC's *Shark Tank*, will deliver a motivational keynote presentation at the Industry Breakfast on October 4. Attendees will also hear about the State of the Industry in a presentation delivered by Thom Dammrich, NMMA President, as well as presentations of industry awards, including the IBEX Innovation Awards judged by members of BWI.

Returning to Tampa, the

event will again offer the IBEX Docks, expanded for more boats and technology – an opportunity to experience innovations in the industry. IBEX is the marine industry's largest technical trade event, owned and produced by *Professional BoatBuilder* magazine and NMMA. See details at www.ibexshow.com.

To obtain a press badge for IBEX, working members of the editorial media may register in advance by contacting Amy Riemer, amy@riemercommunications.com.



BACK ON THE WATER.
BACK WITH MORE NEW PRODUCTS.
BACK WITH AN IBEX YOU CAN'T MISS.

Active & Associate Member News

Chris Kelly, 57, Has Passed On



Chris Kelly

Longtime BWI member Captain Chris Kelly died in early July leaving his wife, Jeanne Craig, a former BWI President, two children and many heavy hearts in the boating media universe. Of many tributes, Bentley Collins of Sabre and Back Cove Yachts, told *Soundings Trade Only*, "Chris was a leader and an innovator always looking for the next medium to get the word out about new designs and new concepts ... A very sad day for all of us."

Kelly founded American Marine Training for recreational boaters pursuing a Coast Guard captain's license, sold it in 1990 to join *Power & Motor-yacht* magazine, where he became executive editor, then left in 1999 to create Boat-Test.com, one of the first video-based boating websites. He sold that and moved into digital publishing roles with Bonnier and Active Interest Media. At the time of his death, he was founder and managing director of VehiclesTest.com, a video-based site for car shoppers. In his spare time, he taught seamanship in Norwalk and earlier served with the Rowayton, CT Boy Scouts and coached little league. For more detail go to www.tradeonlytoday.com/2016/07/longtime-marine-journalist-loses-cancer-battle/.

Verdon To Judge METS Builder Awards

Designed to focus on recognition for the people involved in building and marketing boats, the 2016 IBI/METS Boat

Builder Business Achievement Awards will take place in November in Amsterdam. BWI member and former president Michael Verdon will serve as a judge for awards in eight categories: Production Process; Retail Marketing Initiative; Collaborative Solutions; International Development; Design Solution; Lifetime Achievement; Environmental Initiative; and Best Training. Verdon has edited several U.S. boating magazines and is current U.S. editor for *International Boat Industry* (IBI). For more information about the awards, visit www.boatbuilderawards.com.

Home Port Adds Client

MagicEzy, maker of do-it-yourself fiberglass repair products, has chosen Home Port Marine Marketing to support the development of the Australia-based company's distribution network and to provide PR and promotion for its brand and product range in the U.S. and Canada. Products are said to allow novice repairers to easily fix hairline cracks, chips, holes and other surface damage. Contact David Pilvelait, david@home-port-marine.com.

DeMartini Rides Again For Special Olympics

Writer and publicist Marilyn DeMartini of the PR Power agency is taking a third Dream Ride 2,000-mile excursion from Florida to Connecticut to raise money and awareness for Special Olympics. A motorcycle enthusiast along with colleague Lizz

Egan, she says, "We got involved in the Dream Ride and it just took over a part of our lives – personal and professional. Seeing the reaction of the athletes to the bikes and to our being there just for them, is one of the most rewarding experiences. The donations to all the local Special Olympics chapters expand their programs changing peoples' lives." For details or to support the effort, contact DeMartini at md@prpower.biz.



**Special
Olympics**

DuRant Recognized For Service to SC

BWI member Suzi DuRant was presented with a Lifetime Achievement award during the recent American Boating Congress held in Washington, DC for her tireless service on behalf of recreational boating and as a champion for the state of South Carolina. Following careers in banking where she was involved in advocacy, then managing marinas with her husband Nelson, DuRant became a volunteer then executive director with the South Carolina Marine Association (SCMA). She kept the Clean Marina program viable, represents the industry on the State's Abandoned and Derelict Vessel Task Force and participates in the Water Safety Coalition. For more see www.nmma.org/press/article/20557.

Supporting Member News

BoatUS Maps 1500 Lifestest Loan Sites

Those who need to borrow a kid's life jacket have access to a resource that identifies over 1,500 life jacket loaner sites across the country. The website, BoatUS.org/loanermap, is said to be the largest source of loaner sites, including those at marinas, boat clubs, firehouses and community groups. Begun in 1997, the BoatUS Foundation for Boating Safety and Clean Water's says its program is the nation's oldest and largest which lends out life jackets over 140,000 times each year. Contact Scott Croft, SCroft@BoatUS.com.

Dominion Marine Changing Owners

Apax Partners announced July 19 it will buy Dominion Marine Media; financial terms weren't announced. Dominion Marine operates recreational marine digital marketplaces – BoatTrader, boats.com, YachtWorld, and CosasDeBarcos – which reportedly attract over 62 million unique visitors annually. A number of BWI members are writers and editors for Dominion Media. Apax Partners LLP is a global private equity advisory firm. For more detail see www.pehub.com/2016/07/apax-to-buy/.

Mercury Plant Tour Airs on National TV

Production of marine engines at Mercury Marine was recently shown through the eyes of high school students and featured on "Titan

American Built," a nationally televised program focusing on manufacturing in the U.S. The show highlights a group tour of Mercury's headquarters in Fond du Lac, WI, and learning about the value of manufacturing. Noted Chris Drees, v.p. of global manufacturing, "Mercury is hiring and we need to continue to promote the positive aspects of a career in manufacturing." To watch, go to www.youtube.com/watch?v=PbgeNXeU_OQ8. Contact Lee Gordon, Lee.gordon@mercmarine.com.

Interlux Paint App Resource for Boaters

Interlux has developed a free Boat Paint Guide app for Apple® IOS and Android smartphones and tablets, designed to provide access to product information and help determine the correct paint system. The App features: reference guide for products; health and safety information; store locator to find dealers; and paint calculator to estimate paint needed for various boats. The guide can be downloaded on the Apple® App Store or Google Play. Contact David Pilvelait, david@homeportmarine.com.

Campaign Benefits Big Bros & Sisters

Freedom Boat Club, with 12,000+ members in 21 states and Canada, recently concluded its first cause-marketing campaign to benefit Big Brothers Big Sisters of America. Total donations raised were \$61,594 through

several fundraising initiatives with many clubs hosting "All on Deck Parties" for Bigs (mentors) and Littles (mentees) that introduced them to boating and fishing activities. "While the fundraising is obviously important, our corporate and franchise team really enjoyed creating a special boating event for the Bigs and the Littles ... we hope these experiences will create memories that will last a lifetime," said John Giglio of Freedom. For more information contact Wanda Kenton Smith, wanda@freedomboatclub.com.



Freedom Boat Club President and CEO John Giglio presented the check to Big Brothers Big Sisters of America President and CEO Pam Iorio at the organization's national headquarters in Tampa.

West Gains Funds to Support BlueFuture

West Marine announced that it raised \$30,000 to support its nonprofit BlueFuture Fund during National Safe Boating Week. With a safety-inspired focus, the firm donated \$5 from each life jacket purchase to the fund, which supports community-based organizations dedicated to getting young people on and around the water in both recreational and educational capacities. West conducts three fundraisers each year to support BlueFuture; others are World Oceans Day in June and the Month of Giving in December. For information visit www.westmarine.com/BlueFuture; contact Margo Donohue, press@westmarine.com.

Calendar & Events

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BWI Past President
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Executive Director
Greg Proteau
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Nominations Due For NMMA Hall of Fame

Nominations are now being accepted for the 2016 NMMA Hall of Fame Award. Recipients of the NMMA Hall of Fame include those who had, or continue to generate substantial and lasting contributions toward the advancement of the marine industry. It honors individuals whose names and deeds are synonymous with the pursuit of quality, innovation and perfection within their respective spheres of expertise. To learn more including past recipients of the Hall of Fame Award, visit www.nmma.org/industry-awards/hall-of-fame-award. Deadline for submissions is August 12. Contact Rachel Timko, rtimko@nmma.org.

FL Boat Registration Discount with EPIRB

Starting July 1, 2016 discounts have become available on Florida Boat Registrations when owners provide proof of registration of a 406 MHz Emergency Position Indicating Radio Beacon (EPIRB) or Personal Locator Beacon (PLB). The development was encouraged by the AustinBlu Foundation, in the wake of a tragedy



involving two young boaters from Jupiter, FL who were lost at sea in July, 2015. Austin Blu Stephanos was one of those boys and the namesake of the foundation. See www.acrartex.com/info/florida-boater-registration-discount/; contact Nichole Kalil, nichole.kalil@acrartex.com.

Electronics Expo Registration Opens

Attendee registration is now open for the 2016 NMEA International Marine Electronics Conference & Expo, to be held September 20 - 22, at the Naples Grande Beach Resort in Naples, FL. Features include education and training, networking, installer certifications, demonstration boats, and new product expo. Obtain details or register online at www.expo.nmea.org or call 410/975-9425.

Marine Stadium Seats On Sale Till October

Heineken and the National Trust for Historic Preservation have launched a crowd-funding campaign to raise money to assist in the restoration and reopening of the Miami Marine Stadium. The waterfront venue opened on Virginia Key in 1963, was pummeled by Hurricane Andrew in 1992, and became the new home to the Miami International Boat Show this year. The campaign hopes to save and sell off seats from the thousands that will be removed by October in order to make way for anticipated renovations. Details at www.indiegogo.com/projects/restore-miami-marine-stadium#.



New Supporting Member

Torqueedo, Inc.,
Tess Smallridge,
Marketing Communications,
Crystal Lake, IL

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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.