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Falling for Boats & Assignments

Excuse me if I'm typing a bit funny. My fingers are sticky with fiberglass resin, and some seems to have worked its way into my keyboard.

Yes friends, this long-time boater pulled a total newbie mistake and bought a used boat without first probing the transom. Two weeks later I'm still digging out rot, grinding, and laminating – and my fingers are perpetually sticky.

I admit that I went head over heels the first time I laid eyes on the little 16-footer. Its curvaceous 80's-vintage cathedral hull and dusky galvanized cleats made me swoon. Sure, the cracked gel coat and uneven decking gave me pause. Yes, it's true the builder chose the unfortunate model name "Flounder" (clearly they didn't have any PR people on staff). But this little boat made my heart pitter-patter and my eyes glaze over. So like any good boat-nut I stroked a check on the spot, and spent the drive home trying to figure out what the heck I'd tell my wife.

Unfortunately we writers



BWI leader and inveterate tinkerer in full battle gear with newly acquired project craft.

sometimes suffer from a similar inability to think straight when we're offered a new gig. Whether it's freelance or staff, writing gigs often seem a lot better than they actually turn out to be. But they're so difficult to find these days, and we need them so desperately, that it can be difficult to slow ourselves down and think seriously before accepting one.

Recently I was reminded of this problem when a friend contacted me for advice. He had written and submitted a feature article to a client, without a contract. Even though he hadn't been paid for it yet, when that same client asked him to write a second article he agreed. The

checks never arrived – and now the client was asking for a third article. When my friend told me he was actually considering writing it, I wanted to slap him silly. Instead, I reminded him of a few important things we writers always have to

keep in mind:

- Make sure the terms of your agreement (such as article length, art requirements, due date, payment amounts, payment terms, etc.) are spelled out in writing.
- If you're offered a steady gig, make clear exactly who else (if anyone) you can write for.
- Never send an article to a client before they've paid for the last one, and if you're a staffer, don't waste one minute working for an organization that can't make payroll. And most important of all, always think with your head, not your heart.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

IBEX Redies for Tampa October 4 - 6



Alan Wendt (behind podium) emcees last year's Pitch the Press session. Photo: IBEX.

Opportunities to experience industry innovations, engage in seminars presenting boatbuilding methods and consumer issues, and network with both journalists and industry personnel are on tap at the International Boatbuilders Exposition & Conference at the Tampa Convention Center October 4 to 6. To register for press credentials, go to www.expologic.com/registration/dsp_eventContact.cfm?eventid=820. Pick up press badges at the 1st Floor Meeting Room I on Tuesday. Media contact is Amy Riemer, amy@riemercommunications.com.

BWI is participating in two key events: a panel of members serve as judges for IBEX Innovation Awards to be presented on Tuesday, and BWI Second Vice President Alan Jones will host the "Pitch the Press" whirlwind tour of intriguing finds on Wednesday.

For a list of media events and details, go to www.ibexshow.com/wp-content/uploads/formidable/3/IBEX-Schedule-of-Press-Events-final-091616.pdf.

Innovation Awards

IBEX and BWI have announced the panel of marine writers

who will make selections and present Innovation Awards during the Annual Industry Breakfast on Tuesday at the Waterside Marriott across the street from the convention center.

Innovation

Awards honor achievement in product development in 13 areas of the marine industry recognizing manufacturers and suppliers who bring new products and processes to the market.

The panel of judges for the 2016 Awards includes:

- Alan Wendt (Chair): Past President of BWI and contributing writer for *Lakeland Boating & Southern Boating*.
- Zuzana Prochaska (Co-Chair): 100 Ton USCG master, *SAIL Magazine* charter editor, freelance writer and photographer.
- Gary Reich: Editor-at-Large, *Chesapeake Bay Magazine*; Contributing Writer to several other titles.
- Frank Lanier: Marine surveyor and contributor to *Practical Sailor* and *Southern Boating*.
- Craig Ritchie: Contributing Writer to *Boat - Guide* and *Boating Business* magazines, which serve the Canadian market
- Peter Robson: Former editor and contributor to *Pacific Yachting* and *Canadian Boating Guidebooks*.
- John Wooldridge: Writer, editor, and photographer reporting in regional, national,

and international magazines.

- Capt. Lou Gainor: Nautical Talk - Northeast Radio Host, Experienced Coastal Cruiser.

Pitch the Press

Rapid-fire presentations of about 20 new boating-related innovations will be on tap for a return engagement of "Pitch The Press" at this year's IBEX scheduled for 11 a.m. to noon on Wednesday October 5 in the second floor lounge area at the Convention Center. The concept was well received by media and participants last year: innovators have 2-minutes to explain their "new thing" and 1-minute to answer questions before the next pitch-person is given the stage.

The end result allows those with pre-screened intriguing new products or services opportunity to briefly explain what sets their innovation apart from others, gives boating writers a quick review to see what's heading to the marketplace and alert their readers, and industry buyers a close look at items they may want to add to offerings ... all in an hour.

Organized by IBEX and BWI, participants are drawn from IBEX exhibitors by the BWI judges and other "industry insiders," who look for items and products, etc. that are new, or unique or stand out in a crowded field. Those selected are not necessarily earlier recipients of IBEX Innovation Awards. There is no cost to participate or present or for interested media.

Media Planner for 57th FLIBS

Plans are moving full steam ahead for the 57th annual Fort Lauderdale International Boat Show (FLIBS) taking place from November 3 to 7 at seven locations connected by a network of water and land transportation. Organizers say FLIBS is the largest in-water boat show in the world, attracting a worldwide audience of approximately 100,000 boating enthusiasts. The show draws a diverse, international crowd of buyers, sellers and browsers who come to see the latest that the global boating industry has to offer and to do business in the "Yachting Capital of the World."

The Yacht Builders Tent at the Bahia Mar show location has been rebranded as the

American Pavilion and sponsored by the U.S. Superyacht Association (USSA). The yacht-specific exhibit space will house 40 "made-in-America" companies serving the superyacht industry.

The largest tent located at the center of Bahia Mar, formerly known as the Yachting Tent, has been renamed the Superyacht Pavilion and redesigned with newly reconfigured isles. Other exhibit tents located at Bahia Mar also have been renamed and include the Marine Equipment Tent, Boating Accessories Tent, Engine Tent and Electronics Tent. Complete show maps and site plans can be found at FLIBS.com.

Layout changes also include relocating the floating village



Photo: Forest Johnson

composed of members of the Superyacht Builders Association (SYBAss), previously situated along the Face Dock at Bahia Mar, to the Hall of Fame Marina, immediately to north of Bahia Mar.

At the show's Greater Fort Lauderdale/Broward County Convention Center location, air conditioning now fills the Sailfish Pavilion for those shopping for center consoles, personal water craft and boating accessories.

In addition to these locations, FLIBS covers seven locations with nearly 1,500 boats displayed across more than 3 million square feet of exhibit space. The show draws approximately 1,000 exhibitors. The show is owned and presented by the Marine Industries Association of South Florida and managed and produced by Show Management. Media contacts are Danny Grant dgrant@piersongrant.com or Lexi Robinson lrobinson@piersongrant.com, 954/776-1999.

Richard Thiel Passes On

Captain Richard Thiel, editor-at-large of *Power & Motoryacht* magazine, died September 13 at the age of 70 in Branford, CT due to complications from a stroke, it was reported in *Soundings Trade Only Today*. He had been editor-in-chief of PMY from 1987 to 2012. Reporting in *STO*, Reagan Haynes said, "Known affectionately in the industry as 'RT,' ... many in the marine industry took instantly to social media to lament Thiel's unexpected death, with several sharing photographic memories of time spent with him." Those reflections are posted at www.tradeonlytoday.com/2016/09/industry-mourns-former-power-motoryacht-editor-in-chief/.



Photo: Robinson, Wright & Weymer

Raised in San Diego, Thiel grew up on boats – mostly sailboats, according to PMY. In 1981, he was hired by *Boating* magazine as its engines columnist and boat tester, and in 1984 he left to work at *Yachting*. A year later he was hired as executive editor of *Power & Motoryacht*, a position that necessitated a move to Connecticut, where the magazine was then headquartered. Thiel assumed the editorship of PMY's small-boat magazine, *Motorboat*, in late 1985 and then became editor-in-chief of PMY in 1987.

He is survived by his wife, Christine, and daughter, Rikki Lee.

Writer's Resources Page

NMEA's Installer Training Courses

National Marine Electronics Association (NMEA) will offer its full-day Marine Electronics Installer (MEI) training course at IBEX on Monday, October 3, the day prior to the opening of the event in Tampa, FL. This is an introductory course that clarifies installation practices regardless of manufacturer. Topics include: Ohms law, grounds, battery and battery chargers, DC wiring, EMI, coaxial cables, antennas, AIS, marine VHF radios, transducers, radar, heading sensors and NMEA data interfacing. NMEA and British Marine will also offer MEI courses at METS in Amsterdam on November 14. Contact NMEA at 410/975-9425 or email info@nmea.org.

West's BlueFuture Grant Cycle Opens

West Marine is accepting applications for its 2016 BlueFuture Fund grants through October 1, with the names of grant recipients to be announced in November. Encouraged to apply are non-profit, youth-focused, community-based organizations that teach sailing, powerboating, fishing or boatbuilding skills; foster aquatic sustainability and conservation practices; and encourage learning in the ma-

rine sciences. The \$1,500 grants are unrestricted as to use. For information visit www.westmarine.com/bluefuture. Contact Margo Donohue, press@westmarine.com.

ABYC Releases Updated Standards

Each year the *Standards and Technical Information Reports for Small Craft* is updated. The American Boat and Yacht Council (ABYC) released the 2016-2017 update with Supplement 56. Among the important standard revisions is H-5: *Boat Capacity* in response to high profile accidents where overloading of upper decks resulted in fatalities. Other revisions include new battery testing and restraint requirements in E-10: *Storage Batteries* and added requirements to address current generator technology in A-27: *Alternating Current (AC) Generator Sets*. A webinar outlining the changes is offered for free to ABYC members and available on demand at www.abycinc.org/supplement56. Contact Shannon Seipp, sseipp@abycinc.org/.

List Boat Events on TakeMeFishing.org

RBFF encourages event planners to list them on the TakeMeFishing.org website to make consumers and others aware of boating and related events including sport shows, education and conservation, and youth programs. To add events, go to www.takemefishing.org/corporate/submit-event/. RBFF also offers resources to help plan and pro-

mote events with information on logistical how-to's and event ideas, tips for identifying and mobilizing local partners and sponsors. Find the event resources and more at www.takemefishing.org/corporate/resource-center/.

Zika Awareness Focus of KVH Video

KVH Industries is offering Videotel's new safety and training video about the Zika virus free to all mariners worldwide.

The goal of the program is to increase awareness of the important prevention measures that can keep seafarers and their colleagues and families safe. "Zika Virus – Staying Safe" is a 13-minute training video produced by Videotel, a KVH company, with input from the International Maritime Health Association (IMHA) and a panel of medical and subject-matter experts. The video includes information about the nature of the Zika virus, how to avoid becoming infected, and the role of a pest management plan on vessels to avoid passive transportation of virus-infected mosquitoes on ships. Access the video at <http://landing.kvh.com/zikasafety>. Contact Jill Connors, jconnors@kvh.com.



Supporting Member News

ZF Entering Wakesurf Market

ZF Marine is adding new 48IV and 68IV transmissions to meet the increasing power ratings and the heavy loads of today's watersports boats. The evolution from water skiing to wakeboarding and now wakesurfing has significantly increased the demands expected from propulsion systems. Boat manufacturers are providing sophisticated systems which load boats with literally tons of water to increase the size and quality of wakes. The new transmissions are the result of working with OEMs, industry professionals and athletes. Contact Martin Meissner, martin.meissner@zf.com.

Editors Salute Interlux Epoxy Kits

AkzoNobel's Interlux® Watertite®, Interfill® 830 and Interfill® 833 pre-thickened epoxy filler kits have received a 2016 Editors' Choice Award from *Practical Sailor* magazine. According to the editors, "By the time the sanding dust had settled in our tests, Interlux had swept the field, earning the maker's three pre-thickened kits a place on our Editors' Choice list." Contact Matt Anzardo, matthew.anzardo@akzo-nobel.com.

To Expand Reach Torqeedo Adds Staff

Expanding its North American reach, Torqeedo is adding Mike Shafar and Jim Sinnott as sales managers. "With the groundwork we've laid,

we continue to experience rapid growth here in North America," said Steve Trkla, president and general manager. Shafar will manage North American OEM, retail and distribution business. Sinnott will support the dealer network. Torqeedo offers electric propulsion systems from 1 to 80 hp. in outboard, inboard, pod and sail drive configurations. Contact Kelly Flory, news@martinflory.com.

Volvo Capabilities Shown in New Videos

With the launch of its latest products, Volvo Penta is releasing a series of short online films: *Volvo Penta Boating Challenge*. The purpose is to demonstrate the tangible benefits of the company's products. Each episode features a set of challenges designed to test the capabilities of the product in question. Then Hanna Ljungqvist, company product expert and co-host of the series, shows results. Four episodes focus on Volvo Penta's IPS, e-Key Remote and Battery Management System, Glass Cockpit and its latest joystick technology, and can be viewed on <https://www.youtube.com/user/ABVolvoPenta>. Contact Jennifer Humphrey, jennifer.humphrey@volvo.com.

ACR Beacon Grows Record to 500K Users

ACR Electronics reports the registration of the 500,000th 406 MHz emergency beacon recorded by the National Oceanic and Atmospheric

Administration (NOAA) database was its ResQLink Personal Locator Beacon (PLB), owned by a Coast Guard Auxiliary member. ACR encourages and promotes beacon registration by hosting "406Day," on April 6th with social media messages and editorial stories which include beacon protocol and safety tips. Contact Nichole Kalil, nichole.kalil@acrartex.com.



Mercury Supports Rescues Down Under

Mercury Marine recently donated seven Mercury outboard engines to Surf Life Saving groups, an Australian and New Zealand not-for-profit community organization that promotes water safety and provides surf rescue services. Each year, Brunswick Corporation grants its Chairman's Safety Award to three "outstanding performers" worldwide. Mercury's Regional Distribution Centre in Dandenong was one winner and passed a donation on to the volunteer lifesavers and lifeguards who perform more than 10,000 rescues each year. Contact Lee Gordon, Lee.gordon@mercmarine.com.

Mercury outboards were presented to Life Saving Victoria by Mark Schwabero (l.), Chairman and CEO of Brunswick Corporation.

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Calendar & Events

Martin Flory Hosts IBEX Press Suite

The Martin Flory Group will host a Group Client Press Suite during IBEX on Wednesday, October 5, 6 to 9 p.m. at Backjack's Lounge at Jackson's Bistro, 601 S. Harbor Island Blvd., Suite 100 in Tampa. Jackson's is a short walk southeast from the Convention Center, across the bridge. The agency will also hold gatherings at FLIBS, November 3-7, and METS/Amsterdam November 15. Contact Kelly Flory, news@martinflory.com.

SNAME Convention Runs November 1 to 5

SNAME's Maritime Convention takes place at the Hyatt Regency Bellevue (WA) November 1 to 5. SMC attendees include Students; Educators/ Researchers; Engineers/ Designers; Shipbuilders; Operators; Manufacturers; and Recyclers/Salvors. The event offers continuing education courses for professional development; An Expo Hall offers product and technology demonstrations, innovation sessions, and the National Ship Research Program (NSRP) Expo. For details visit www.sname.org.

Celebrations Mark Annapolis Shows

Organizers of the United States Powerboat Show, October 13 - 16, City Dock, Annapolis, MD are celebrating its 45th year by giving away an EdgeWater 170CC Deep-V Center Console Powerboat. A week earlier, October 6 - 10, the U.S. Sailboat Show at the same location will showcase what producers say is the largest collection of catamarans and trimarans in the world. Details at www.AnnapolisBoatShows.com.

Salty Dawg Fall Rally

Registration is now open for the 2016 fall Salty Dawg Rally™ to Virgin Gorda in the British Virgin Islands and other Caribbean destinations. The Rally for experienced blue water sailors will depart, weather permitting, on November 2 from Hampton, VA and other points along the U.S. east coast. With an emphasis on safety, communication, education and camaraderie, over 400 boats and more than 1,600 sailors have participated in Dawg rallies since the organization was founded in 2011. Visit www.saltydawgrally.org/fall-2016-salty-dawg-rally/.



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Stacey Wigmore,
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Fishing Ladies U Set for Florida Keys

Aspiring anglers will learn skills from fishing champions at the award winning "Ladies, Let's Go Fishing!®" Keys University, Oct. 21-23 in the Sport Fishing Capital of the World. The nonprofit program offers classroom presentations, networking events, hands-on skill practice, door prizes and optional charter fishing trips. Classes will be held in Tavernier, FL and fishing is out of nearby Islamorada. Info at www.ladiesletsgofishing.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.