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That Tangled [World Wide] Web

Sitting right here at my desk, in just 30 minutes I learned that Donald Trump said America should never have given Canada its independence, Casey Anthony has started a home daycare center, and Michael Jordan, Colin Kaepernick, and Nancy Pelosi are having a torrid three-way affair. As any sentient being can determine, this is all a load of bunk. And fortunately, for the bulk of Americans an awareness of the volume of utter nonsense being spread on the web is beginning to sink in.

How does this relate to boating writers? I believe it's begun to change how people consume what they do and do not consider to be "information," including information about boats and boating. Those of you who know my history know that I spent over a decade in print media before spending the next almost completely immersed in digital. Yet when the opportunity arose to start a new publication, I went directly into print as well as going live on the web. Here's why: the young business owners I talked to prior to launching FishTalk Magazine and FishTalkMag.com were more in-



In this unabashed plug for Lenny's "new thing," his point is: print and digital are not strange bedfellows.

terested in print than digital. And the older folks I spoke with were more interested in digital than print.

If that sounds bass-ack-wards, well, it is. But the first generation to grow up tangled in the World Wide Web seems to have a deep suspicion of digital, and they place a bigger emphasis on the importance of the printed word than one might assume. Some of them even enjoy (shudder) reading magazines. And while it's true that they spend 20 times longer staring at their phone than they do reading on paper, it's just as true that they automatically filter out much of what they see in the digital realm — especially advertisements.

Don't get me wrong. I'm not predicting a return to the good 'ol days for print media. Truth be told, IMHO, it's not the medium that matters so much as it is the source, and the more people get burned by the bunk the more they look to trusted sources. But the digital

storm surge that roared in starting in the late 90's has begun to recede, and the wake of destruction it wrought has set off some very loud alarm bells. At this point we've seen plenty of advertisers who pulled all their print ads to go completely digital long ago — then eventually reversed course and re-invested in print.

I guess I just did the same thing.

Boating writers, today you need to understand how to write to both mediums. It is not, and probably never will again be, one or the other.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

FLIBS Readies for Nov. 1 Opening

The Fort Lauderdale International Boat Show, has shifted its five-day run to open a day earlier on Wednesday, November 1 (Prime Time Preview day) through Sunday, November 5. Informa Exhibitions, the company that earlier this year purchased Show Management, that managed FLIBS since 1976, is planning to enhance and support year-round interaction between the industry, consumers and exhibitors. The show remains owned and presented by the Marine Industries Association of South Florida (MIASF).

Informa is investing in show improvements. These include

new plastic and fiberglass floating docks, improved tent flooring and wayfinding graphics and signage to make navigating all of the show's locations, and locating specific products, easier than before.

Billed as the largest in-water boat show in the world, FLIBS takes place at seven locations connected by a network of water and land transportation. Show locations include the Bahia Mar Fort Lauderdale Beach Hotel & Yachting Center, the Hall of Fame Marina, Las Olas Municipal Marina, Hilton Fort Lauderdale Marina, Sails Marina, Hyatt Regency Pier 66

Marina, and the Greater Fort Lauderdale/Broward County Convention Center.

The media center for the show is at the Bahia Mar Yachting Center, 2nd floor, Harbour Lights Room. It will be open Tuesday, October 31, 9 a.m. to 5 p.m. and Wednesday, November 1st through Sunday the 5th during boat show hours. An online newsroom is at <http://media.showmanagement.com/>. Media contacts for FLIBS are Daniel Grant, dgrant@piersongrant.com and Marielle Sologuren, mso-loguren@piersongrant.com.

FL FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW

BWI Hosting Two Show Events

BWI will offer two events for members at FLIBS. A more extensive list of media events will be sent prior to the show opening.

BWI / Marlink FLIBS Hospitality

Join BWI members for a cold one, some snacks and the opportunity to network, catch up, compare notes on the first day of the show or just escape from the docks. Before heading out for evening appointments, stop by on Wednesday November 1 from 4 to 6 p.m. in State Room A/B on the mezzanine level of the Bahia Mar Yachting Center. (Note that this is a change in time from the announcement made in the last BWI newsletter). Sponsor for this event is Marlink, the satellite communications and electronics firm.

BWI / ZF Marine Breakfast Social

Celebrating its 6th year ZF Marine is again hosting the "best kept secret" of the Fort Lauderdale boat show for BWI members on Thursday November 2. Marketing Manager Martin Meissner notes, "Come and join your fellow scribes in ZF Marine's air conditioned tent for a European breakfast complete with all the trimmings, including Bavarian Weisswurst! Get into the show while things are still quiet, enjoy a great breakfast, and then hit the docks ready for your day." Breakfast runs from 8:30 to 9:30 a.m. at the ZF Marine booth – 1042, right beside the Engine Tent and just inside the South Gate entrance to the show at Bahia Mar. RSVP to martin.meissner@zf.com.

Marketers To Meet & Examine 1st-Time Buyers

Marine Marketers of America will hold its bi-annual members meeting on Thursday November 2 at Bahia Mar, Staterooms A & B from 11:30 a.m. to 1:30 p.m. An industry expert panel will address the attrition in first time boat buyers and offer ideas to stem the decline.

Courtney Chalmers of Boats Group, will moderate the discussion; panelists include: Carl Blackwell, Grow Boating, Inc.; Joe Lewis, Mount Dora Boating Center & Marina; Peter Houseworth, Info-Link; John Giglio, Freedom Boat Club; and Oliver Pierini, BRP/Evinrude.

Admission is \$35 for MMA members and \$40 for non-members. Advance registration is required: <https://goo.gl/UbZUbi>.

NMEA Awards Tech & Top Products

The marine electronics industry honored several manufacturers with product awards at the annual National Marine Electronics Association (NMEA) International Marine Electronics Conference & Expo, held in Bellevue, WA, in late September. Top products were named for both the NMEA Product of Excellence Awards and the NMEA Technology Award. Hundreds of marine electronics manufacturers, dealers, distributors, media and others from the U.S. and abroad attended the three-day event.

NMEA members selected the Product of Excellence Award winners through an online voting process. There were 18 product categories this year, including two new ones: Marine PC Software and Remote Vessel Monitoring System. Garmin was awarded the Manufacturer of the Year for support of their products in the field.

Excellence Awards

- *Autopilot* - Garmin GHP Reactor
- *Multi-Function Display* - Garmin GPSMAP 8624
- *Radar* - Garmin GMR 24 Fantom Dome
- *Fish Finder* - Garmin GSD 26 CHIRP Pro Sonar Module
- *Marine VHF Radio* - Icom M605
- *Satellite Communications Antenna* - KVH TracPhone V3IP



KVH TracPhone V3IP

- *Underwater Lights* - Lumishore EOS TIX402
- *Commercial* - Furuno FAR2127 IMO Radar
- *Marine PC Software* - Nobeltec TZ Professional
- *Satellite TV Antenna* - KVH TracVision TV3
- *AIS* - Garmin AIS 600 Black-box Transceiver
- *NMEA 2000® Sensor* - Actisense NGT-1
- *Marine App-Aids to Navigation* - Garmin BlueChart
- *Marine App-Technical* - Garmin Helm
- *Marine Camera* - FLIR M-625
- *Multimedia Entertainment* - Fusion MS-AV750
- *Safety Device* - McMurdo SmartFind G5 Auto GPS EPIRB
- *Remote Vessel Monitoring System* - GOST Phantom Insight HD

Technology Award

Furuno's DFF3D deep-water multi-beam sonar won the 2017 NMEA Technology Award in a competition involving 10 nominated products. The annual award

scores new products based on innovation, benefit to boaters, practicality and value. An independent four-person panel of judges selected the winner. Judges included NMEA Certified Marine Electronics Technicians (CMETs) Steve Wallace of Lunde

Marine Electronics and Greg Pohl of Yacht Systems Northwest along with boating electronics writer David Schmidt and *Marine Electronics Journal* editor Jim Fullilove.

"What stood out about the Furuno DFF3D from the many worthy contenders is that it is the industry's first deep-water multi-beam sonar," the judges said. "It delivers a side-scan range of more than 650 feet and can see straight down to over 1,000 feet. Its unique 165 kHz frequency allows you to view the DFF3D sonar while simultaneously utilizing your conventional or CHIRP sonar. On top of that boaters can customize its display using four modes: cross-section, 3D sounder history, triple/single-beam sonar and side scan."

For more information, visit the NMEA website at www.NMEA.org.



Furuno DFF3D

Active & Associate Member News

New Diesel Book From New Member

New BWI member Dennison Berwick describes his recently published "Marine Diesel Basics" as the first visual guide to covering maintenance, winterizing, protecting from heat and humidity, and recommissioning. Included are 300-plus drawings with a page count at 222. Berwick is a sailor, marine mechanic, writer and illustrator and lives aboard his 36-foot Chevrier sloop Ocean-drifter. He has sailed in Europe, the Great Lakes, the North Atlantic, sub-Arctic Labrador and the Andaman Sea in Southeast Asia. Before taking up sailing, he walked across India and travelled solo in a small canoe in the Amazon rain forest. Details at www.marinedieselbasics.com, contact dennison@marinedieselbasics.com.

Bauman Making Trips to Cuba

Betty Bauman, proprietor of the "Ladies, Let's Go Fishing! ... No Yelling School," reports she has dug out from Hurricane Irma and is ready to provide, as she says, legal trips to Cuba at the best rates. "We will be adding winter trips soon but people with a party of two or more can pick a trip and schedule their own dates." Details at www.cubatouring.com. Contact her at billfishbetty@hotmail.com.

Martin Flory Gains Two New Clients

Absolute Outdoor, Inc. has signed Martin Flory Group to handle its public relations and

product promotion throughout North America. The PR firm is responsible for the company's Full Throttle, Kent Safety and Onyx brands. The agency will also be serving Online Computing, the developer of MasterTools™, the integrated and scalable business software solution. Contact Kelly Flory, kelly@martinflory.com.

Bareuther: Caribbean Open for Business

BWI member Carol Bareuther based in St. Thomas in the U.S. Virgin Islands, is getting the word out for the Charter Yacht Brokers Association that the characteristics of the region remain virtually unchanged in the wake of devastating hurricanes Irma and Maria. Their message is that crewed yacht charters to the Caribbean are open for business and bookings. Tourism represents 60 to 80 percent of the islands' economy and they need the business. Visit www.cyba.net; contact Carol Bareuther, bareuther@earthlink.net.

BWI Millennial Says Peers Like Boating

Author, millennial and BWI member Fiona McGlynn, who is a professional management consultant, suggests some answers to the title in *BoatUS Magazine*, "Why Aren't Millennials Buying Boats?" Lower incomes, student debt, lack of technical knowledge or mechanical experience, and a culture shift that eschews conventional ownership in favor of renting take their toll

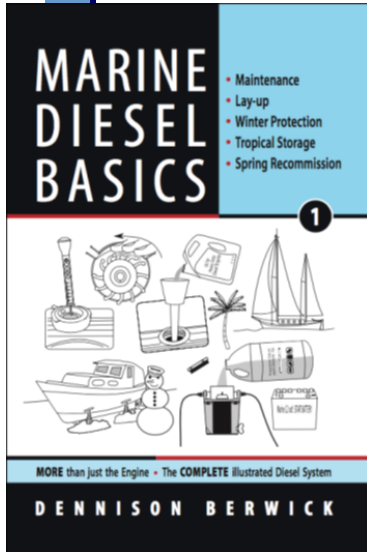


McGlynn proving seaworthiness of millennials.

on millennial (born between 1982 and 2000) boat ownership. "Young people are not giving up on boating, just going about it in a different way: chartering, borrowing, and riding along," says McGlynn, a live-aboard who recently finished her first South Pacific crossing along with her husband, Robin. To read the feature, go to <https://www.boatus.com/magazine/2017/october/why-arent-millennials-buying-boats.asp>.

Show's Choice Boat Detailed by Janssen

The new Sabre 45 Salon Express which won The People's Choice Award at the recent Newport International Boat Show, gained a review by Peter Janssen in his "Cruising Odyssey" news blog. The recognition, he says, means "more people who paid to go to the show liked this classic Down East two-stateroom, two-head, user-friendly cruiser than any other boat there. At 45 feet, with IPS joystick controls, it's easy for a relatively new cruising couple, or a pair of old salts, to handle." See the review at <http://cruisingodyssey.com/2017/09/19/new-sabre-45-salon-express>.



Supporting Member News

Torqueedo Joins Engine Maker Deutz

German drive systems manufacturer Deutz announced recently that it has acquired Torqueedo, which describes itself as the market leader for electric mobility on the water. As an independent subsidiary, Torqueedo will continue the development of its marine products under its established brand and with its current leadership. "As part of Deutz, Torqueedo will realize substantial opportunities in the areas of industrialization, supply chain management, sales and service. We will use these to further accelerate the development of sustainable and modern mobility on the water," said Christoph Ballin, CEO of Torqueedo. Contact Torquedopress@rhodescomm.com.

RBFF Growing Anglers' Legacy

The Recreational Boating & Fishing Foundation has announced a new partnership with the Union Sportsmen's Alliance to leverage the Anglers' Legacy brand and mission in the development and promotion of urban fishing events. "For years, Anglers' Legacy built off the knowledge of experienced anglers to pass the joys of fishing down to the next generation and we're excited to see the brand being carried on in such a positive and much-needed direction," said RBFF President and CEO Frank Peterson. "Increasing fishing participation in urban areas is a challenge for our industry,

so this new partnership with the USA comes at a critical time for us ... it's great to be partnering with such a like-minded organization." Contact Stephanie Vatalaro, svatalaro@rbff.org,

ACR Acquires United Moulders Ltd.

ACR Electronics, a global safety and survival technologies provider, has acquired United Moulders Ltd., a United Kingdom based designer and manufacturer of lifejacket inflating devices manufactured around the world for the commercial, leisure and military maritime markets. UML will report into Ocean Signal, a brand of ACR. For information on UML, go to www.UML.co.uk. For information on ACR Electronics' beacons and safety equipment, go to <https://www.acrartex.com/>. Contact Mikele D'Arcangelo, 954/614-6703.

Freedom Promo Targets Marina Users

Freedom Boat Club has been working with Safe Harbor Marinas (SHM) on a nationwide promotion to benefit members. The collaboration was unveiled as part of a new SHM Platinum Card promotion offering special customized rates and exclusive "standby access" to the Freedom fleet wherever joint club and marina locations are situated. Currently, Freedom operates from 14 SHMs throughout North America. SHM says it is the largest owner and operator of mari-

nas in the world. Both parties expect to expand that coverage to include more franchise opportunities in the future. Contact Wanda Kenton Smith, wanda@freedomboatclub.com.

Interlux & Awlgrip Coat Ocean Racers

All the boats taking part in the next edition of the Volvo Ocean Race will feature Interlux® and Awlgrip® prod-



ucts supplied by AkzoNobel. The company is the official boatyard supplier for the 2017-18 edition of the race which includes a stopover in Newport, RI, in May 2018. As well as creating a design for its own entry, AkzoNobel developed custom colors for every team in the race, which will provide a global showcase for its coatings and color expertise and will supply all the coatings required for repairs and maintenance at each of the 12 stopovers. In addition to the boatyard partnership, the company has become official Race Youth Academy partner for the forthcoming event. Contact Matt Anzardo, matthew.anzardo@akzonobel.com.

Calendar & Events

BWI OFFICERS

President

Lenny Rudow ('17)

ultangler@aol.com

1st Vice President

Alan Jones ('19)

boatscribe@comcast.net

2nd Vice President

Charlie Levine ('18)

clevine@fishtrack.com

BWI DIRECTORS

Michael Sciulla ('18)

msciulla@gmail.com

Gary Reich ('17)

garyreich@gmail.com

Zuzana Prochazka ('19)

totemgroup@msn.com

Chris Woodward ('18)

chris.woodward@bonniercorp.com

Lindsey Johnson ('19)

iamlindseyjohnson@gmail.com

BWI Past President

Alan Wendt

Alan@WendtPro.com

Executive Director

Greg Proteau

info@bwi.org



ABYC Marine Law Symposium Invitation

The American Boat & Yacht Council (ABYC) has announced the second annual Marine Law Symposium "Anatomy of an Accident," January 9, 2018, in Charleston, SC. Legal and insurance experts, marine law enforcement and manufacturer representatives will share their expertise to help attendees navigate the legal aspects of boating accidents. The agenda includes a review of five actual accidents and lawsuits that have implications for dealers, manufacturers, surveyors, accident investigators, expert witnesses and attorneys. Marine law enforcement will also examine types of accidents. ABYC is offering five complementary registrations for BWI writers – first come first served! To learn more visit www.abycinc.org/marinelaw; for the comp registration contact Shannon Aronson, saronson@abycinc.org.

Members Invited To Tampa Fish Expo

The new Reel Animals Boat Show & Fishing Expo – known as the Frank Sargeant Outdoors Expo in a previous life –



Frank Sargeant proves he still has the knack for acquiring dinner.

is set for the Florida State Fairgrounds east of Tampa November 17-19, and all BWI members are welcome. Now skipped by Captain Mike Anderson of Reel Animals Television and radio with Sargeant as advisor, it offers educational angling seminars from top pros on multiple stages and family-friendly activities along with fishing boats and angling gear. Details at www.ReelAnimalsBoatShow.com. Contact manager Jim Scilligo, jim.scilligo@outsourcemediagroup.com.

Martin Flory Hosts METS Get Together

Those attending METS are invited on behalf of Martin Flory Group clients to the Press Suite on Tuesday, November 14 starting at 6:00 p.m. It will be held at The Corner (Amstelbier), just up the street from the RAI at Scheldeplein 2. For more detail, contact Kelly Flory, news@martinflory.com.

Miami Yacht Show Has New Name

The International Yacht Brokers Association and boat show producer Informa Exhibitions (formerly Show Management) announce that the annual Yachts Miami Beach show now has a new name – the Miami Yacht Show @ Collins Avenue. The 2018 edition, which runs February 15-19 in Miami Beach, FL, will be the 30th annual event. A new layout will highlight the waterfront location along Indian Creek Waterway with entrances featuring navigational graphics and information booths. Public admission to show is now \$20. Contact Louisa Beckett, louisa@turnkeywords.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.