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Battling Fake News, Sort Of

Unfortunately our BWI web site has been hacked again, but at least this time we know who did it: the Russians. I'm pretty sure board member Zuzana Prochazka was involved, because she has a foreign-sounding name, a doctorate in computer hacking from Stanford, and a close personal relationship with Vladimir Putin.

Now one little tweet and this'll be some juicy fake news, bolstered by solid alternative facts. Or maybe it'll still be a bunch of BS, but these days it's so hard to tell the difference that it doesn't matter much anymore, right? Which is exactly why we, as an organization, should be looking for ways to ensure that we retain our credibility and professionalism.

That makes this the ideal time to raise an issue brought to the fore by member Daniel Armitage, who has offered to help start a BWI scholarship fund. The idea would be to create an annual writing contest for students interested in studying towards a career in the marine journalism field. The winner would get the



Let's make sure all boaters get the straight scoop - even Mr. Putin. Credit: The Kremlin.

scholarship, to help that student further an education that would add to the credibility we strive to bring to our writing, and to BWI as a whole. To make this happen we'd have to take on the tasks of organizing the contest, and of raising funds to award to the student who won it.

What do you think? Do any of you BWI-ers have any experience with a project like this? We have a member who's willing to spearhead it and provide a bit of seed money to get the fund off the ground, and everyone I've spoken with personally thinks this is a great idea.

The BWI board investigated a similar routine in the past, so we recognize the need to

find a few members who have the know-how and the willingness to jump onboard, join a committee, and help make this a reality. I'll get the ball rolling right now, by offering to join as our board's representative and help out however I can.

Who else out there is willing to raise their hand?

If you're interested in participating, please send me an email and let me know ASAP. We could address the issue at our upcoming board meeting at the Miami show, form some parameters and (assuming a few of you step forth) name a committee. Let's see if we can get a BWI scholarship fund off the ground, and assist some future members get a real education – one that helps trump all the fake news out there.

Plan to join us for our Annual Meeting and Awards presentation in Miami; details inside. I hope to see you there.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

BWI Miami Meet Moves to Thursday

BWI is moving its Annual Meeting, Writing Contest Awards and “Newsmaker” presentation breakfast event to Thursday February 16, opening day of the Miami Boat Show. Timing will remain the same, from 8 to 9:30 a.m. Location is the Belvedere Lounge, a new on-dock restaurant between Piers 3 and 4 directly in front of the center of the Marine Stadium. Those planning to attend should take a cab or Uber or arrange to valet park on-site at the show. Buses and water taxis don’t

run until 9 a.m., an hour before the show opens.

Send in Media Events

BWI collects and distributes media event information to members just before the Miami shows get underway. Though the list is not comprehensive, it does present an opportunity for Supporting and Associate members to get their events in the hands of BWI members who can then better plan their attack during the shows. If you are

holding a media conference or new product or service introduction, send details of the what, where and when by February 8 and it will be included. Send it to info@bwi.org.

When scheduling events, BWI kindly requests planners to avoid an overlap with its Annual Meeting, on Thursday morning. To check on other press events being scheduled, contact the media relations staff at the Miami International & Strictly Sail and Yacht Miami Beach shows.

Entries Spike for Writing Contest

Contest Categories & Sponsors

- Boating Columns** – sponsored by KVH Industries, Inc.
- Boating Lifestyles** – sponsored by Discover Boating
- Boating Profiles** – sponsored by ZF Marine
- Boating Travel or Destinations** – sponsored by Martin Flory Group
- Boating Adventures** – sponsored by Yamaha Marine
- Boat/Engine Care and Maintenance** – sponsored by Interlux Yacht Finishes
- Boating Photography** – sponsored by Freedom Boat Club
- Environmental Awareness & Education** – sponsored by American Boat & Yacht Council
- Fishing** – sponsored by Suzuki Motor Corporation
- Boating Issues, News and Analysis** – sponsored by Mercury Marine
- The Business of Boating** – sponsored by Home Port Marine Marketing
- Seamanship, Rescue & Safety** – sponsored by Sea Tow Services International
- Technical Writing** – sponsored by Dometic Marine
- Boat Tests & Reviews** – sponsored by Volvo Penta
- Gear, Electronics & Product Tests** – sponsored by Xantrex/Schneider Electric
- Boat Projects, Renovations & Retrofits** – sponsored by Awlgrip North America
- Boating Videos** – sponsored by Boat Owners Assn. of the U.S.

All 17 categories in the 2016 Writing Contest were valid (requiring at least 10 entries) this year.

Top categories in number of entries were Travel and Profiles while lowest were Videos and Technical Writing. Overall final count is 378 entries by 151 entrants compared with 317 entries by 127 entrants, respectively, last year.

First- to third-place scorers will receive presentation plaques and cash awards of \$500, \$300 and \$200, respectively, Thursday February 16 during the Annual Meeting in Miami. Certificates of Merit will also be announced in the press release issued in concert with the ceremony.

Categories and entry numbers are as follow:

- Boat Projects, Renovations & Retrofits 27
- Boat Tests & Reviews 25
- Boat/Engine Care and Maintenance 16

- Boating Adventures 15
- Boating Columns 18
- Boating Issues 20
- Boating Lifestyles 29
- Boating Photography 21
- Boating Profiles 34
- Boating Travel or Destinations 35
- Boating Videos 13
- Business of Boating 15
- Environmental Awareness & Education 22
- Fishing 18
- Gear, Electronics & Product Tests 29
- Seamanship, Rescue and Safety 30
- Technical Writing 12

Cash awardees will be advised by email in early February that they “won something” and invited to retrieve it. Sponsors, noted nearby, will be invited as well to hand out the awards.

MIBS Enhanced at Virginia Key

For its second year at Virginia Key, the Miami International Boat Show is bringing more boats, large yachts, more transportation options, and dining. More than 100,000 boating enthusiasts from around the globe are expected to attend at the Miami Marine Stadium Park & Basin February 16 to 20. Organizers anticipate more than 1,300 new boats on display with many new model debuts. The number of boats in-water is expanding 35 percent to an estimated 550 boats and yachts – located in the show's expanded marina.

Strictly Sail Miami is returning to Miamarina at Bayside and showcasing approximately 130 sailboats, a selection of sailing and power catamarans, dozens of daily

seminars, and sailing gear.

Parking and transportation options have been beefed up. The number of water taxis will increase by close to 50 percent for 2017 with capacity doubled. Shuttle Buses will circulate at all times though from fewer locations than in 2016 to provide a more efficient transportation experience – getting more people to and from the show in less time. There are four departure locations throughout downtown Miami including Bayfront Park (Strictly Sail location) with a fifth location that runs between the Miami Boat Show and the Yachts Miami Beach show on Collins Avenue. See details at <http://www.miamiboatshow.com/free-shuttle-and-water-taxi-services>.

BWI members attending the Show again can have credentials mailed in advance, expediting access as badges

are required to board water taxis (but not required for shuttle buses). To get the badge by regular mail, send this information by January 30 to Ellen Hopkins at ehopkins@nmma.org: Name, Media outlet/s, Dates attending the show, Mailing address, Email address and Phone number. Others may register online: www.miamiboatshow.com/mediacenter/badge.



Yachts Miami Beach Gets Gated

The 29th annual Yachts Miami Beach, the in-water yacht show, will introduce a new look and layout designed to enhance guest and exhibitor experiences at the 2017 event and is becoming gated and requiring a \$20 ticket for public entry. The show takes place from February 16-20 across from the Fontainebleau and Eden Roc hotels on Collins Avenue from 41st to 54th streets.

Yachts Miami Beach reports attracting thousands of people from around the world to a display including more than 500 new and brokerage yachts and an array of marine technology and acces-



sories, valued at more than \$1 billion. In addition to the display of yachts, the show offers floating cocktail lounges, food and live musical entertainment. For the second year, a display of super-yachts will locate at Island Gardens Deep Harbour on Watson Island located on I-395/MacArthur Causeway; this invitation-only "show within a show," is known as Super Yacht Miami.

Bus shuttle and water taxi service serves the event

while buses also run all day between the Miami Beach event and the Miami International Boat Show on Virginia Key. "Yachts" is managed, produced and co-owned by Show Management and co-owned and sponsored by the International Yacht Brokers Association.

For media credentials visit <http://media.showmanagement.com/yachts-miami-beach-2017/media-credentials-2/> by Wednesday, February 8. Direct registration questions to boatshowcredentials@piersongrant.com. For more information visit the newsroom at <http://media.showmanagement.com/>.

BWI-ers Judge Miami Innovations

NMMA has reworked and changed the date for its traditional All-Industry event held during the Miami Boat Show, to become the Innovation Breakfast. It moves to the second day of the show, Friday, February 17, at a new Center Courtyard area at Miami Marine Stadium. Media covering the breakfast should contact Ellen Hopkins, ehopkins@nmma.org, to determine ticket availability; others can purchase these for \$30 at <https://secure.interactiveticketing.com/L15/051815/#/select>.

NMMA and BWI have announced the panel of judges for the Miami Innovation Awards. The judges' committee is comprised of BWI members who perform product

testing throughout the year and have expertise in marine products and equipment.

The committee is co-chaired by Zuzana Prochazka and Alan Wendt, the former a boating and travel journalist and photographer who writes for a dozen magazines, and the latter a freelance marine writer and former newspaper and broadcast reporter.

Others judging this year are:
- Niger Calder, author of hundreds of articles in numerous boating magazines and boat owner manuals covering mechanical and electrical systems and engines.

- Alan Jones, a full-time writer and editor for *Boating World Magazine* for 20 years and also a contributing editor

for *Sea Magazine*.

- Tim Murphy, a lifelong sailor, award-winning marine journalist, and independent book editor; he is a *Cruising World* Editor-at-Large, and *BoatUS* Contributing Editor.

- Bill Pike is the Executive Editor of *Power & Motoryacht* magazine and has sea-trialed literally thousands of boats over the years.

- Lenny Rudow is current President of BWI, and a boating writer for two-plus decades; he is Senior Editor for Dominion Marine Media and Contributing Editor for *BoatUS* and *Texas Fish & Game*.

Contact Rachel Timko, rtimko@nmma.org for more information.



Boat Sales Should Grow Thru '18

NMMA has predicted unit sales of new powerboats to increase between six and seven percent in 2016, reaching an estimated 250,000 boats sold, as consumer confidence firms and manufacturers introduce products attracting younger boaters. "Looking ahead, 2017 is likely to bring new dollar and unit sales gains on par with or better than 2016, and this trend will likely continue through 2018," said NMMA President Thom Dammrich.

The association also pointed to four boating trends expected in 2017:

- Big boats are back: New yachts and cruisers are expected to see gains between one and three percent in 2016, and that trend is likely

to continue into 2017.

- Manufacturers are making smaller boats (watersports boats, pontoons, day boats, etc.) that are more affordable and versatile to attract new, younger boaters.

- The industry has embraced new intuitive technology from docking a boat with a joystick reminiscent of video games to creating wake surf waves from a wristwatch.

- Shared experiences: Growth in boat rentals to shared boat ownership are helping beginners find ways to get on the water.

Annual U.S. sales of new and pre-owned boats, marine products and services totaled \$36 billion in 2015 and are expected to climb three percent in 2016 to \$37 billion.

- Annual U.S. retail sales of new boats, marine engines and marine accessories totaled \$17.4 billion in 2015 and are expected to grow to \$19.1 billion in 2016.

- There were approximately 238,000 new power boats sold in 2015; this number to expected to grow to more than 250,000 in 2016.

- The recreational boating industry in the U.S. has an annual economic impact of more than \$121.5 billion (includes direct, indirect and induced spending), supporting 650,000 direct and indirect American jobs and nearly 35,000 small businesses.

For additional detail, contact Ellen Hopkins, ehopkins@nmma.org.

Supporting Member News

Westerbeke Marks 80th Anniversary

Westerbeke Corporation, founded in 1937 by the late John H. Westerbeke, Sr., is celebrating its 80th anniversary as manufacturer of marine engines and generators. The firm points to pioneering of low-CO EFI (electronic fuel injected) gasoline generator sets as well as NMEA 2000® certified electronic diesel generator sets (D-NET™), and the company is a recipient of two consecutive NMMA Innovation Awards. Westerbeke is also a supplier of diesel and gasoline generators for U.S. Navy vessels such as Riverine Command Patrol and Coastal Command Boats, and has designed and built engines and generators for highly-specialized, non-marine applications. Contact Tom Sutherland, tsutherland@westerbeke.com.

Mercury Launches Global Brand Promo

Mercury Marine has announced a new brand mes-



sage and global advertising campaign focused on enhancing the boating experience. Dubbed "Go Boldly," its goal is to inspire confidence while capturing the high level of excitement and energy

around the brand. To promote the effort is a new video and enhanced web presence that shows off the spirit of self-assurance the company brings to boaters around the world. The new creative assets will be featured in various forms of media and have been integrated into displays for the 2017 boat show season. View the new video at www.youtube.com/watch?v=JITXFzIqTJg &feature=youtu.be. Contact Lee Gordon, Lee.gordon@mercmarine.com.

San Antonio's Barges Get Electric Power

In 2018, San Antonio, TX turns 300. To celebrate its Tricentennial and commitment to a sustainable future, the city is reimagining its fleet of water taxi, tour and charter barges that service its world-famous River Walk. Each of the 43 boats will be powered by quiet, emission-free Torqeedo Cruise 10.0 motors and high-capacity lithium batteries. The search for a new look began in 2015 with a national design competition. Torqeedo's motors will provide power for the 42 passenger, 27.5' aluminum vessels. Batteries are said to provide up to 11-hour days before requiring recharging. Contact Kelly Flory, news@martinflory.com.

50K Boaters Return With RBFF Program

The Recreational Boating & Fishing Foundation (RBFF) announced its 2016 Boat Registration Marketing Pro-



Image: Take Me Fishing

gram brought over 50,000 lapsed boaters back to the water. The program, now in its fifth year, generated a high response rate and lift with direct marketing pieces delivered to nearly 460,000 households in 18 states with lapsed boat registrations. To access media and marketing information and images, go to www.takemefishing.org/corporate/resource-center/marketing-materials/. Contact Stephanie Vatalaro, svatalaro@rbff.org.

ABYC's Adey Joins Broker Advisory Team

The national Certified Professional Yacht Broker (CPYB) program, supported and sponsored by seven broker associations in North America, recently welcomed John Adey, President of the American Boat and Yacht Council (ABYC) as a member of their Certification Advisory Council. Adey is the first non-broker to be invited to serve, bringing his expertise and industry insights to the CAC. For details, visit www.cpyb.net. Contact: Shannon Aronson, saronson@aby-

Calendar & Events

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Waterway Cleanup Scheduled in March

Broward County's biggest and longest-running environmental event



celebrates its 40th anniversary on March 4, 2017. A

community-wide event, the event seeks volunteers to help clean up the waterways, and promote and sponsor it. The Cleanup is organized by the Marine Industries Association of South Florida and Marine Industry Cares Foundation. Details at www.waterwaycleanup.org; contact Nicole Hoekstra, nicole@miasf.org.

Fishing Ladies U Returns to Gulf

The nonprofit Ladies, Let's Go Fishing Foundation will host their Gulf Coast Fishing University March 11-12, 2017 at the Greater Pine Island Elks Lodge, Bokerelia, FL. Women, men and teens can learn and practice fishing at several hands-on skill stations on Saturday, then have an option to fish inshore from charter boats and kayaks on Sunday. Registration includes network-

ing reception and fundraisers, classes, hands on practice and more. Guided fishing on Sunday is additional. Visit www.ladiesletsgofishing.com.

Salty Dawgs Plan Spring Rally to Cuba

The nonprofit Salty Dawg™ Sailing Association (SDSA) will launch a new cruising rally to Cuba this spring. It's been organized to comply with current U.S. government visi-

tor requirements for vessels and those from other countries are also welcome to participate in this unique event. The Rally will depart Virgin Gorda in the BVI in late March and will be in Cuba April 5 – 20, 2017. While most vessels will be cruising to Cuba from the BVI, others will cruise from the U.S. East Coast and the Bahamas. For details, visit www.saltydawgsailing.org.



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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.