

Inside this issue:

Writing Contest Last Call	2
Minneapolis Show Adds Innovations	
Active Member News	3
Calendar & Events	4

The (Bitter) 2017 End is Near

As we move into the final days of 2017, one thing is for sure: this year was one to remember. Whether you're talking about the boating industry, the economy at large, or politics (especially politics!) there were a lot of changes, trials, tribulations, and a few fist-pumps, as well.

Anyone who knows me understands that I use the title "journalist" loosely as it regards most of us boating writers, myself especially, but there are times when we do actual reporting. And as journalists of a sort, one of the most important occurrences this year has not, in my humble opinion, been given nearly enough attention. I'm speaking of the Washington Post expose on the Project Veritas attempt to smear the Post in its coverage of Roy Moore.

In case you missed it (shame on you), in a nutshell, Project Veritas invented a story out of thin air about a woman, Jamie T. Phillips, claiming to have been impregnated by Moore when she was 15 years old. Phillips met with reporters, fully expecting them to run with the story so Project Veritas could then disprove it and trumpet to the world that the



Rudow with a good Winter catch and a good-bye (riddance?) to 2017.

Post prints fake news. Disgusting.

What's just as bad, however, is that this story came into the headlines and then disappeared in about 30 seconds flat. The news cycle is now so brief as to be little more than a scroll down the page on Facebook, and although this story broke just a few weeks back, it's already old news. But it's also extremely important.

Many have said, essentially, that the Post was merely doing its job. I say that exposing this fraud to the world is incredibly significant, considering how the American public

currently distrusts news organizations. (NPR/PBS, July 2017: 30-percent trusts the media). Journalists need to "do their job" and then some, because only time and honesty will restore that trust – even though many people would argue that it has been destroyed by the lies of a fake media, far more than by any issues with actual news organizations.

Beyond being concerned citizens, why should we boating folks care? Last week a guy I was fishing with, who is currently boat shopping, asked me about a specific model boat. I told him I had recently reviewed it, and he could read what I thought at FishTalkMag.com. He chuckled, and said "yeah, but I want to know the truth."

My heart sunk. I forced myself to smile, and said "then go read the review."

Honesty and time, people, honesty and time. Here's hoping for more stories like the Post's, in 2018.

Until then, Happy Holidays from me and your BWI Board of Directors.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

Writing Contest Deadline: Dec. 31

With a December 31 deadline, BWI's Annual Writing Contest always sees a flurry of entries in the final weeks of the year.

Seventeen categories are offered this year, including several recently added or redefined: Boating Videos, Boating Photography, Environmental Awareness & Education, and Gear, Electronics and Product Tests. Entries in all categories are welcome from digital-only or print sources.

Each category requires 10 submissions to be valid and judgeable. Category popularity shifts each year; last year, top categories in number of entries were Travel (35) and Profiles (34) while lowest were Videos (13) and Technical Writing (12). The goal of the Contest is to award all prizes in all categories.

With 17 categories \$17,000 in cash awards are offered. Presentation of awards will be made at the Miami Boat Show during the BWI Annual Meeting in February 2018.

All details are included in a brochure posted at www.bwi.org/downloads/BWI-Contest-17.pdf. An electronic form (www.bwi.org/bwicontest) provides the en-

BWI'S 2017 ANNUAL WRITING CONTEST

Important Details for 2017:

- Deadline for receipt of entries is December 31, 2017. Contest continues to receive the first two entries for the 17 categories. A total of 10 entries in each category will be presented.
- Submissions are made by e-mail electronic for most classes (PDFs and e-URLs are accepted by category). Files are then available, also electronic, to judges. To receive the "BWI Prize" go to www.bwi.org.
- The winning rule means no revision of articles, modifications and date on the last page within the article, text or images will change the article submitted in the contest.
- Winning entries and authors will be notified prior to publication of awards. Items submitted from other years are ineligible.
- A valid Member ID number for Contest purposes must be published in 2017 (deadline for entries is December 31, 2017). Each of the 17 categories will be judged for best article submitted in the last year.

Celebrating 25 Years Of Great Creativity

This year marks the Silver Anniversary of Boating Writers International's Annual Writing Contest, an open for seniors. The 25th entry form provides the process for submitting the entry. "Bring the paper work," and please show to check or PayPal or through a publisher.

Forty-seven categories are offered this year, including several recently added or redefined: Boating Videos, Boating Photography, Environmental Awareness & Education, and Gear, Electronics and Product Tests. Entries in all categories (except Boating Videos) are welcome from digital-only or print sources. All details are detailed on page 3.

The 2017 BWI recognition will recognize the 2017 members in 2017. Each of the 17 categories will be judged for best article submitted in the last year.

Each writer also receives a handsome recognition plaque. "Thank you for creating compelling stories about the boating lifestyle through storytelling, educational and inspiring personal accounts." Certificates of merit.

Prizes will be given to every writer who enters within 10 percent of third place winners in each category.

No always need judges drawn from the membership to determine the winners. Please volunteer for this important and rewarding Contest Feature. You cannot judge a category you are entering (see additional details made in the "Judges & Sponsors" section).

Writing Contest Basics

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How to Enter | **Managing Uploads** | **Entry Categories** | **Rules & Sponsors**

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** – sponsorship open
- Boating Adventures** – sponsored by Yamaha Marine
- Boat/Engine Care and Maintenance** – sponsored by Pettit Paint
- Boating Photography** – sponsored by Freedom Boat Club
- Environmental Awareness & Education** – sponsored by Torqeedo Inc.
- 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 Pettit Paint
- Boating Videos** – sponsored by Boat Owners Assn. of the U.S.

try process. BWI members get two free entries.

Consider Judging

68 judges drawn from the membership will be involved in scoring the entries. Judging is a great way to keep up on all the subjects, ideas and great writing that have taken place during the year. With the Contest in "the cloud," judging has been streamlined and simplified. Interested? Contact Greg Proteau, info@bwi.org.

Innovations At Minneapolis Show



In response to requests by exhibitors and manufacturers, and to provide recognition for freshwater fishing and family craft, NMMA's Innovation Awards program will make its debut at the 2018 Minneapolis Boat Show. Exhibitors there will be able to enter new products into three product categories: aluminum fishing boats, fiberglass fishing boats and pontoon boats.

Winners will be announced on the first day of the show, January 11. As with programs held at IBEX and Miami, judging the entries will be members of BWI. Members interested in serving as judges can contact Zuzana Prochazka for details at totemgroup@msn.com.

Entries for the 2018 Miami Innovation Awards can be made until January 8. Product categories in Miami number

26, including numerous boat types, engines, on-water gear, electronics, maintenance, safety items and more. For Miami details, go to <http://www.miamiboatshow.com/show-awards>. Awards will be presented on Friday morning, February 16, 2018 during the Innovation Breakfast. Contact Rachel Harmon, rharmon@nmma.org.

Active & Associate Member News

River Voyage Is Perkins Debut Novel

More Than You Think You Know, a women's road (river) trip novel by Cyndi Perkins, has been released by Beating Windward Press. The story of ships and friendships, set in fall 2006, follows three women piloting a 44-foot

trawler through the Heartland Rivers from Chicago to the Gulf of Mexico. The women navigate the 1,300-mile-long series of rivers and locks keeping eyes out for barges and

abandoned husbands. They are on two journeys, America's Great Loop and the search for their own safe place. Perkins has completed two Great Loops, writes and edits for Michigan Technological University digital and print publications, and freelances for several boating publications. Contact her at cyndiperkinseditor@gmail.com.

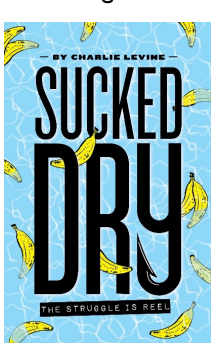
Most-Read Stories Penned by BWI-ers

Nine of the top ten most-read stories in *BoatUS Magazine* this year were written by members of BWI. The preponderance of how-to, navigation tips and maintenance articles were in the lead, though number one was an industry reflection on "Why Aren't Millennials Buying Boats?" by Fiona

McGlynn. Other BWI scribes on the most-read list include Mark Corke (three times), John Tiger, Lenny Rudow, Stacey Wigmore, Charles Fort and Carol Cronin. To see the full list of titles and authors, go to <https://goo.gl/JcEwQN>. The magazine is reported to reach more than half a million BoatUS members. Contact Scott Croft, SCroft@BoatUS.com.

Fishing on Land & Sea Is Levine's New Tale

Charlie Levine's book, *Sucked Dry: The Struggle is Reel*, tells the story of a young, thrill-seeker and what — and whom — he encounters on his fishing adventures.



Charged by his dying father's wish for his son to see the world, the son embarks on a rollicking expedi-

tion from the blue-water tropics to the Gulf of Alaska to the trout streams of Montana. Along the way he reels in big fish, beautiful women and a lifetime of memories. Levine has fished from Florida to Australia, and many spots in between. He has written for fishing publications including *Marlin*, *Sport Fishing*, *Tide*, *The Drake* and others. He is the editor & publisher of FishTrack.com and Buoyweather.com and BWI's second vice presi-

dent. Reach him at clevine@fishtrack.com.

Sherman, ABYC Add Boat Tech Program

The American Boat & Yacht Council (ABYC) has announced the release of a marine service technology program to help secondary



ABYC's Marine Service Career program is ready for secondary schools.

schools implement standards based curriculum with an inland or coastal focus. The curriculum package includes a textbook, instructor guides, PowerPoint presentations, sample test questions and online videos. "We are thrilled to launch the only standards based curriculum program in the marine industry and meet the needs of high school teachers," said Ed Sherman, ABYC vice president of education. "ABYC's goal is to make it very easy to implement an engaging marine service training program that will drive interest and help young people pursue rewarding careers in the marine industry." To learn more visit www.abycinc.org/marine-service. Contact Shannon Aronson, saronson@abycinc.org.

Calendar & Events

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BWI Miami Meet Repeats On Thursday

BWI is holding its Writing Contest Awards and "Newsmaker" presentation breakfast on Thursday February 15, opening day of the Miami Boat Show, from 8 to 9:30 a.m. Joining in the mix of events will be presentation of the Marine Marketers of America's Neptune Awards; see details nearby. Location will remain the same, though the area will have a new name to be determined, at the center of the floating docks in front of the marine stadium. Those attending will need to drive and park or take a taxi/Uber as water taxis and shuttle buses will not be running early enough to serve the event.

January 8 Deadline For Marketing Awards

Marine Marketers of America (MMA) is accepting entries for the 2017 Neptune Awards recognizing outstanding work in the marine marketing field. The number of judging categories is being increased to 20: new categories for 2017 are B2B Marketing, Public Relations Campaign, Sales Promotion and Integrated Mar-



keting Campaign. There will also be a best-in show "King Neptune" Award. The annual competition, now in its 10th year, is open to any company & organization producing and publishing marine industry marketing work during the 2017 calendar year. Awards will be presented at the Miami International Boat Show in February 2018. Deadline for submissions is January 8, 2018. Complete program details, including entry guidelines and the official entry form, are at www.marinemarketersofamerica.org.

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Gulf Coast Freshwater Fishing University

The nonprofit Ladies, Let's Go Fishing Foundation announces the Gulf Coast Freshwater Fishing University February 10 at Bass Pro Shops in Fort Myers, FL. Women, men and teens can learn and practice fishing at several hands-on skill stations, then fish from land. Registration includes classes, equipment, hands on practice, lunch, fishing, and more. No experience or equipment is necessary. Details at www.ladiesletsstofishing.com.

Media Invited to Take New AIS Course

BWI members are being offered a complimentary enrollment in a new online course, "AIS Electronics for Boaters - See and Be Seen on the Water," which was developed in partnership with the United States Power Squadrons and the BoatUS Foundation for Boating Safety and Clean Water. AIS can help navigate crowded waterways easily and safely. The seminar can help in deciding when to add AIS to boats. It can identify potential dangers and provide a direct way to make decisions on the water, and many AIS systems provide a boat's information to others.

To enroll: go to www.BoatUS.org/AIS, click on "Buy Now" then enter Promotion Code FREEPRESS. Those who take the course are asked to share feedback, if any, to Scott Croft, SCroft@BoatUS.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.