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## Sticky Subject: Late Payments

Hello fellow boating writers. I hope that those of you we saw in Miami had a great show, and thanks to everyone who attended the first BWI meeting ever to be held on a floating dock with no walls and barely acceptable coffee service. Okay, the coffee line was beyond the pale – I promise we'll make copious and readily available caffeine a priority next year.

For anyone who missed it, our Newsmaker section of the meeting was more or less an open-mic session which covered several different topics. One has instigated quite a bit of discussion and emails: the failure of publishers to make payments to freelancers in a timely manner. Actually, it all boiled down to one publisher in particular, which happens to be one of the largest in the marine industry. I won't name names in the interest of political correctness, but any seasoned writer reading this right now knows who we're talking about – it's not exactly a secret.

This particular publisher commonly pays at 90 days, often stretches it to 120 days,



**YOUR ACCOUNT  
IS PAST DUE**  
*We would appreciate your  
payment today!*

and regularly goes beyond that. Their well-intentioned editors are caught between a rock and a hard place, trying to field the freelancer's complaints while also badgering the bean-counters to get the checks cut.

This issue came to the fore after we received a note from a 15-year veteran boating writer who was active in the industry in other capacities prior to writing. He had been through five- to six-month delays in getting paid by this particular publisher. This person is knowledgeable, a good writer, and an asset to the marine industry. He doesn't need cash and wrote as much out of love for boating as he ever did for money. (Trust me

– I've seen his house and his boat and both are to be coveted). He has also decided to exit the industry because he's so "disgusted" with how certain publishers act when it comes to paying their freelancers.

This is a damn shame. To call the publisher's behavior short-sighted would be accurate – losing writers like this obviously degrades the quality of their content – yet it also belies the truly dishonest nature of their actions. So... what can

we do about it? As an organization, not much. As individuals, not much. As a group of individuals, however, we can have an impact.

Writers who are denied timely payment need to let their editors know exactly how they feel about it. And you editors who work for this publisher need to speak louder. Don't forget, today's staffer is tomorrow's freelancer. This publisher and others like it need to learn that in the long run, they're shooting themselves in the foot.

You can reach me at [ultan-gler@aol.com](mailto:ultan-gler@aol.com).

**Lenny Rudow**  
*BWI President*

## BWI Elects 3, Names 1 New Director



**Gary Reich**

BWI members have re-elected three Directors and its Board appointed a new Director to fill a vacancy and elected three Officers. The returning Directors, who serve three-year terms, are: Alan Jones, editor for *Boating World Magazine*; Zuzana Prochazka, a freelance writer and photographer who contributes to a number of boating titles; and Lindsey Johnson, Director of Communications for West Marine.

The Board voted to appoint Gary Reich to fill a Director vacancy. Reich is a Chesapeake Bay-based freelance writer,

editor, and photographer who has worked in marine for more than 25 years, the last 15 in publishing where his writing and photography regularly appear in several periodicals and online. The vacancy was created by the departure of Michael Vatalaro of Boat/US who recently changed jobs in the consumer organization. Vatalaro was recognized for his service to BWI at the annual meeting held at the Miami Boat Show.

Officers elected to one-year terms are Boats Group Senior Editor Lenny Rudow,

President; Alan Jones, 1<sup>st</sup> Vice President; and Editor/Publisher of FishTrack.com, Charlie Levine, 2<sup>nd</sup> Vice President.

Continuing as Directors are: Immediate Past President Alan Wendt, a freelance writer and communication agency executive; Chris Woodward, Editor of *Sport Fishing Magazine*; and Michael Sciulla, a *Soundings Trade Only* columnist and communications strategist. BWI Executive Director Greg Proteau serves as secretary/treasurer of the board.

## 21 Innovations Recognized at MIBS

NMMA and BWI presented Miami Boat Show Innovation Awards recognizing new consumer marine products during the Innovation Breakfast held at Miami Marine Stadium Park & Basin on February 17. This year's program evaluated 63 products across 23 categories

with the BWI judges selecting 19 awardees and two honorable mentions in 16 categories for a total of 21 honorees.

Supporting Members of BWI recognized during the program included:

- Torqeedo for its Cruise Fixed Pod System in the Elec-

tric Motor/ Battery Powered Propulsion category;

- Volvo Penta's Inboard Joystick in Propulsion Equipment & Parts;

- FLIR Maritime for the Raymarine Axiom Multi-Function Display in the Consumer Electronics, Mobile Applications and Software category.

In Miami eight BWI members reviewed the Innovation entries, led by chair Zuzana Prochazka and co-chair Alan Wendt. They were joined by Nigel Calder, Alan Jones, Pete McDonald, Tim Murphy, Bill Pike, and Lenny Rudow.

NMMA's awards liaison is Rachel Timko, [rtimko@nmma.org](mailto:rtimko@nmma.org). For complete details on the awards and judges, go to [www.nmma.org/press/article/21148](http://www.nmma.org/press/article/21148).

**Innovation Awardees pose for a group shot in Miami with Zuzana Prochazka front and center.**





# Writing Awards Presented in Miami



Annual Writing Contest award presentations in Miami included (above from l.) Freedom Boat Club's John Giglio and Bill Sisson; Dennis Mullen, Interlux/Awlgrip's Matt Anzardo and Lenny Rudow; Chris Landry and Yamaha's Heidi Weber; Martin Flory Group's Kelly Flory with Tim Murphy.

Below: Rich Armstrong (from l.), Reagan Haynes, Home Port Marine Marketing's David Pilvelait and Michael Verdon; Sea Tow International's Kristen Frohnhoefer and Pete McDonald; John Stefancik,

Jim Flannery and ABYC's Shannon Aronson.

Bottom: John Burnham (from l.), BoatU.S.'s Scott Croft and Rudow; Alan Wendt and Marilyn Mower; Suzuki's Dean Corbisier, Rudow and Sisson; and Dometic's Ned Trigg with Jennifer Brett.

Complete details of the Award presentations including links to the winning and merit selections are posted at <http://www.bwi.org/top-boating-journalism-gets-recognized/>.

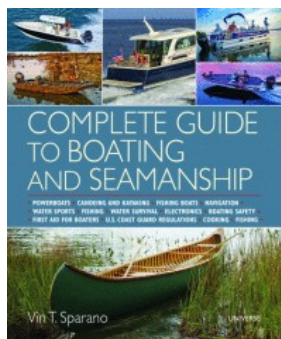




# Active & Associate Member News

## Sparano Unveils Complete Boat Guide

Vin Sparano has compiled the "Complete Guide to Boating and Seamanship" for both beginners and experienced boaters and sailors. His extensive coverage of the subject is packaged in 336 pages coupled to 600 applicable photographs, diagrams, and illustrations. Subjects range from boat construction, motors, trailers, and boat maintenance to preparing for winter storage or spring launching, and safety procedures, first-aid advice and seamanship. Sparano is the author of "Complete Outdoors Encyclopedia," editor emeritus of *Outdoor Life* and has written and edited eighteen books. Sparano was awarded a Lifetime Achievement Award from the National Fisherman's Conservation Association and inducted into the Freshwater Fishing Hall of Fame. The book is available from [www.rizzoliusa.com](http://www.rizzoliusa.com); contact Sparano at [vsparano@comcast.net](mailto:vsparano@comcast.net).



## Captain Lou Marks 25 Years in Radio

This February marks the 25th year Captain Lou Gainor's

"Nautical Talk Radio" has been broadcast on radio station 95.9FM WATD from Hull, MA, one of the longest continuous talk shows on the station. Gainor said, "I never thought the show would be so popular or controversial. People want to know what is going on out there ... what fish is safe to eat and why farm raised fish is bad ... stories about maritime history, shipwrecks, treasure hunting, and search and rescues ... or sailing around the world." The program also features the latest nautical news, interviews with authors, celebrities, politicians, and environmentalists. Contact Captain Lou at [NauticalTalk@aol.com](mailto:NauticalTalk@aol.com); the show's web site is [www.NauticalTalk.com](http://www.NauticalTalk.com).

## Home Port Marine Adds Video PR Service

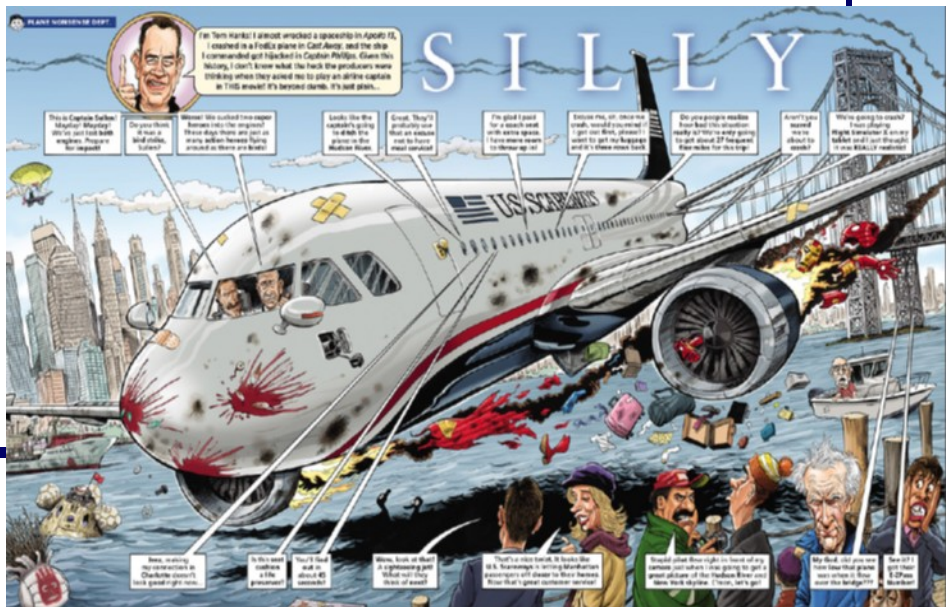
Marine products consultancy Home Port Marine Marketing has launched a new public relations service, Product Video of the Week. "By now most everyone knows that video is one of the most effective ways to illustrate the features and benefits of marine products. But promoting

a product video through social media really only goes as far as your connections," said Home Port COO David Pilvelait. The new service will distribute product video directly to the more than 7,000 marine industry decision-makers and influencers in the firm's proprietary database, worldwide. Contact Pilvelait at [david@homeportmarine.com](mailto:david@homeportmarine.com).

## Martin Flory & Client Have 20-Year History

Twenty years ago, Sea-Fire Marine hired Martin Flory Group to handle its public relations. To celebrate two decades of success, agency general manager Kelly Flory made a presentation to Ernie Ellis, her client's president. "It's been quite fulfilling to help Sea-Fire grow and expand into the market leader it is today," said Flory. In a new affiliation, to support its product expansion into North America, Life Cell Marine Safety has hired Martin Flory to promote its line of safety equipment in the US and Canada. Contact [news@martinflory.com](mailto:news@martinflory.com).

Dick DeBartolo shares a recent, typically distorted view of his take on the movie "Sully" in *MAD Magazine* ... "My boat and I made into the two-page splash of my 'Silly' satire in the current issue – look middle right edge." After visiting the recent New York Boat Show, he's pretty sure he's buying up to a new 250 h.p. Yamaha Four Stroke. Illustration by Tom Richmond; used with permission, *MAD Magazine*.



# Supporting Member News



## Indmar Expands At Tennessee HQ

Indmar Marine Engines has announced a 25,000 sq. ft. expansion of its headquarters in Millington, TN (shown above). The expansion stems from introduction of new product categories, extending into new segments and increasing activity due to a new Raptor Series and partnership with Ford Motor Company and Roush Performance. The new facility houses fabrication, research and development, emissions dyno testing, corporate offices, as well as training rooms, conference facilities, distribution and the addition of new employees. "At Indmar we dream up new ways to further what's possible in marine engine technology and ways to expand our boat building partners potential," said Chuck Rowe, President. Contact Natalie Carrera, [ncarrera@indmar.com](mailto:ncarrera@indmar.com).

## BoatUS Urges Fix For Ethanol Mess

BoatUS has asked its more than half-million members – and others concerned with having a safe fuel supply – to petition the Trump admini-

stration and Congress to reform the ethanol mandate, also known as the Renewable Fuel Standard (RFS). Its communication stressed that gasoline with more than 10 percent ethanol has been shown to damage boat engines, according to a study by the National Renewable Energy Laboratory. Go to [www.BoatUS.com/gov/rfs.asp](http://www.BoatUS.com/gov/rfs.asp) for more information on RFS. Contact Scott Croft, [SCroft@BoatUS.com](mailto:SCroft@BoatUS.com).

## Top Fish-Boat Spots Returns for 4th Year

For three years, the Recreational Boating & Fishing Foundation has produced a list of the Top 100 Family Fishing & Boating Spots in America to help families and newcomers to the sport find a great spot to get on the water. This year, RBFF is introducing a new method of creating the list to include a wide variety of industry experts, media, state representatives, social media fans and influential celebrities. Instead of ranking the places based on consumer voting, the best will be identified according to experts and influencers. Contact Stephanie Vatalaro, [svatalaro@rbff.org](mailto:svatalaro@rbff.org).

## Torqueedo Wins 4th Sail Innovation Award

Torqueedo has received a fourth SAIL Magazine Pittman Innovation Award for its Cruise Fixed Pod system. In 2016, the company was recognized for its Deep Blue Hybrid system, in 2012 for its Cruise 2.0/4.0 and in 2007 for its Travel 801 outboard. Working with Hanse Yachts and rudder builder Jefa Marine, Torqueedo adapted its 4 kW/8 h.p. equivalent Cruise 4.0 FP with folding propeller to allow its integration into the foil's trailing edge on the new Hanse 315 e-motion. Contact Tess Smallridge, [tess.smallridge@torqueedo.com](mailto:tess.smallridge@torqueedo.com).

## Freedom Featured As Top Franchise

Freedom Boat Club was featured for the fourth time and ranked 398 in *Entrepreneur* magazine's Franchise 500® list for 2017 as published in its January/February 2017 issue. Key factors considered for evaluation include costs and fees, size and growth, support, brand strength, and financial strength and stability. The 500 franchises with the highest cumulative scores are profiled. Freedom President and CEO John Giglio noted, "We have enjoyed significant franchise growth this past year as well as robust new member acquisition. And, 2017 is already shaping up as a blockbuster." Contact Wanda Kenton Smith, [wanda@freedomboatclub.com](mailto:wanda@freedomboatclub.com).

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FRANCHISE  
**500**  
2017



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# Calendar & Events

## Palm Beach Boat Show

The 32nd annual Palm Beach International Boat Show is set to take place from March 23-26 along Flagler Drive in Downtown West Palm Beach, directly across the Intracoastal Waterway from Palm Beach Island. It will feature more than \$1.2 billion worth of yachts and accessories, including boats from small inflatables and up. Details including media registration at [www.media.showmanagement.com/](http://www.media.showmanagement.com/). Contact Danny Grant, [dgrant@piersongrant.com](mailto:dgrant@piersongrant.com).

## IBEX Adds Pavilion For Marinas & Yards

A new Marina & Yard Pavilion at the International BoatBuilders' Exhibition & Conference (IBEX) will serve the hundreds of marina and yard professionals who attend the event. The 2017 IBEX is scheduled to take place at the Tampa (FL) Convention Center, September 19 – 21. For information, visit [www.ibexshow.com](http://www.ibexshow.com). Contact Amy Riemer, [amy@riemercommunications.com](mailto:amy@riemercommunications.com).

## Boat & Biker Tour Heads to New England

Boaterz n Bikerz of America Hull of a Tour 4 is back in



### Active Members

Robin Coles, Writer/Author, Winthrop, MA  
Andrew Cox, Editor-in-Chief, Ft. Lauderdale, FL  
Lisa Gabrielson, Associate Editor, Middletown, RI  
Ellen Leonard, Freelance Writer, Concord, NH  
Eleanor Merrill, Managing Editor, Middletown, RI  
Somira Sao, Photographer/Writer, Jackson, WY  
Ronnie Simpson, Freelance Writer, Honolulu, HI

2017 with plans for a scenic coastal and mountain boating and motorcycling extravaganza throughout New England, appropriately dubbed "The Lobster Roll." Scheduled for July 15 to 22, sponsors are Freedom Boat Club, *Soundings Trade Only*, and Re-



gal Boats with Kenton Smith Marketing as event producer and publicist. Contact Wanda Kenton Smith, [wanda@freedomboatclub.com](mailto:wanda@freedomboatclub.com).

## BVI To U.S. Sail Rally Takes Place in May

The nonprofit Salty Dawg™ Sailing Association (SDSA) has opened registration for its Spring Rally from the British Virgin Islands to the U.S. The rally will depart the British Virgin Islands on May 15 after several days of social activities and boat preparations. Details at [www.saltydawgsailing.org](http://www.saltydawgsailing.org); Contact Hank George, [hank@saltydawgsailing.org](mailto:hank@saltydawgsailing.org).

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Send items to be considered for publication to Greg Proteau, [info@bwi.org](mailto: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.