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Budget Threats to Our Lifestyles

It doesn't matter what your politics are. It doesn't matter what you think about health care, our taxation system, foreign meddling in our elections, or any of the other matters of national concern currently grabbing the headlines. Setting all those things aside, we have a serious item on the nation's agenda that each and every boating writer on the planet needs to address in every and any way, shape and form possible: the proposed budget and its potential impact on our waterways.

"The administration's budget proposal clearly reflects different priorities over previous years," said BoatU.S. Manager of Government Affairs David Kennedy. "Proposed cuts to Army Corps of Engineers and the Environmental Protection Agency could lead to changes for many programs that matter to boating."

If only that made clear just how much is at stake for those who love America's waters. Among the stomach-turning possibilities as proposed in the budget:

- A \$2.6 billion cut to the EPA.
- A \$1.5 billion cut to the Department of the Interior.
- A \$1.0 billion cut to the Army Corps of Engineers.



Need help? Good luck with planned cuts to the Coast Guard, et al. USCG photo by PAI Kurt Fredrickson.

- A 14-percent cut to the United States Coast Guard.
- \$250 million cut from NOAA grants supporting coastal and marine management, research, and education.
- The elimination of over 50 EPA programs and grants including the EPA's Chesapeake Bay Program Office and 100-percent of its \$73 million budget. ("If this program is eliminated, there's a very real chance the Chesapeake Bay will revert to the national disgrace it was in the 1970s," said Chesapeake Bay Foundation President William Baker).
- The elimination of all funding (about \$300 million a year) for the Great Lakes Restoration Initiative. ("Without federal support, all restoration work would come to a halt," said Todd

Amb, Director of the Healing Our Waters-Great Lakes Coalition).

- The elimination of all or most restoration funding for San Francisco Bay, Puget Sound, and the Gulf of Mexico.

This is the time, BWI members – right now – to use every iota of the power of the pen you may be able to muster. Each and every one of us needs to speak up as

loudly as possible, and alert our audiences to just how severe the impact on power-boating, sailing, fishing, and watersports could be. If congress does not hear a national cry of pain at the impact this could have on our readers, our waterways may well devolve to the days of burning rivers, dead lakes, and chemical-choked bays.

This is not alarmist – it is reality. Invite your readers to contact their congresspersons, make them aware of the many on-line petitions regarding the budget, and help them understand just what is at stake. Speak. Now.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

New Deals from Member Rewards

"Member Rewards," BWI's benefit for Active members, is being relaunched to help them in their work, connect them with useful writing sources, generate story and feature ideas, enhance their on-water time and save them some good old moo-lah. The program is a pass-along of benefits from BWI Supporting members to assist writers in their work and, when appropriate, offer a discount for a product or service. As Supporters dream up the offers, they will be announced in the *BWI Journal*. Active members will generally be asked to contact a specific person at the offering firm to verify membership.

Supporting members who want to participate are asked to send a description of their offer, brief details and contact information to info@bwi.org. Those with questions should email or call 847/736-4142.

Here are the current offerings, expected to grow in coming months ...

In Time For Spring, Try Star Brite's Screen Cleaner & Protectant

Star brite has added Screen Cleaner & Protectant, which works well on glasses and phones, too, to its boat maintenance products and fuel additives line, and offers members a sample to test. The company also provides editorial support for articles in the form of other



product samples, artwork, technical advice from staff chemists and research personnel, tours of the firm's manufacturing facility and ready-for-use copy (How-To articles) to inquisitive BWI members. To clean up, request a single bottle from Bill Lindsey, VP Marketing, at blindsey@starbrite.com. See the complete line of products at www.starbrite.com and www.startron.com.

Sea Tow (Peace of Mind when you need it Most)

Sea Tow offers BWI members a 15% discount off the cost of a one-year Gold Card (reg. \$179) or Lake Card (reg. \$119) memberships. Complete membership details are available at www.seatow.com. To take advantage of this offer, just call 1-800-4SEATOW (473-2869) and reference promo code "BWI" or join/renew online at www.seatow.com and enter Promotional Code "BWI." Contact Cindy McCaffery, cmmccaffery@seatow.com.

Find Fish (FishTrack) & Track the Weather (Buoyweather)

FishTrack helps fishermen find and catch more fish and Buoyweather provides mariners with accurate and accessible marine weather, which helps them safely enjoy the ocean. Their program offers BWI members a 20% discount on Buoyweather and/or FishTrack. This would make the annual cost \$64 instead of \$80, which works out to about \$5/month. Links

and promo codes are: <https://www.fishtrack.com/upgrade/sign-in>, and/or <https://www.buoyweather.com/upgrade/select-plan>, enter 20% off discount code BW20 for either or both. Contact Charlie Levine, clevine@fishtrack.com.

Join/Renew BoatUS for Less, Get Towing, Too

Boat Owners Association of The United States (BoatUS) offers Active Members of BWI a special discount on BoatUS Membership with our most popular TowBoatUS on water towing services. Those who already are a BoatUS Member with annual towing plan, special pricing will be honored on 2017 renewals.

- BoatUS Membership with Unlimited Saltwater Towing (most popular) \$149 regular price; \$105 Active member price (30% BWI discount).

- BoatUS Membership with Unlimited Freshwater Towing \$72 regular price; \$40 for Actives (44% BWI discount).

Find details at BoatUS.com/towing. Roadside Trailer Assist (towing up to 100 miles) may be added for \$14.

To Join: get a new Membership with Unlimited Tow-BoatUS towing, go to: BoatUS.com/join; where it asks "enter Promo/Source Code" insert: HEWEPAF.

To Renew an existing membership with/without Unlimited Towing: Call 800-395-2628 and give your member number with promotional code: HEWEPAF. Contact Scott Croft, scroft@boat.us, 703-461-2864.

TowBoatUS

FishTrack

SEA TOW

Buoyweather

AIM Sells FLIBS Unit, Adjusts Staff

Active Interest Media in early March sold Show Management, which manages and produces the Fort Lauderdale International Boat Show (FLIBS), the Palm Beach International Boat Show and Yachts Miami Beach. The purchaser is London-based Informa PLC, with a sale amount, reported in the *South Florida Business Journal*, of \$133 million. Informa is a global exhibition firm producing 200 industry events annually, including the Monaco Yacht Show. FLIBS is owned by the Marine Industries Association of South Florida.

In a related announcement, AIM said that company founder Efrem "Skip" Zimbalist III is retiring as CEO of Show Management, though he will continue as non-executive Chairman of the Board of AIM. "It has been my distinct

honor to lead the gifted team at Show Management," Zimbalist said. "Each year they create marine cities that are home to thousands of boats and exhibitions and visited by hundreds of thousands of boaters from around the world." Zimbalist noted that Brett Keating, Show Management's Vice President of Consumer Marketing, will be the contact for BWI members and others in media.

In 2015, the AIM Board appointed Andrew Clurman as Chief Executive Officer. Zimbalist subsequently became Executive Chairman. AIM Marine Group brands include *Yachts International*, *PassageMaker*, *Soundings*, *Soundings Trade Only*, *Anglers Journal*, *SAIL*, *Power & Motor-yacht*, *Woodshop News*, and *BoatQuest.com*.

Zimbalist began his media

career in 1972 with the consulting firm McKinsey and Co. He then served as Chairman and CEO of Correia Glass, a family-owned business, before becoming Presi-



dent and CEO of Times Mirror Magazines. In 1999, he was named CFO of Times Mirror Corp. He serves as Vice Chairman of MPA – The Association of Magazine Media.

AIM execs Andrew Clurman (from l.), Brett Keating and Skip Zimbalist.

Marine Marketers Present "Neptunes"

Marine Marketers of America (MMA) presented 2016 Neptune Awards for Marine Marketing Excellence during the recent Miami International Boat Show. The annual competition, now in its ninth year, drew 99 entries in 16 categories covering all areas of marketing, from national magazine ads and newsletters to video, product literature and diversity initiatives.

"The quality of the work proved that 2016 was a great year for innovation and creativity in the boating marketplace," said Sally Helme, MMA vice president and

Neptune Awards chairperson. "This year, many categories were hotly contested, evidenced by the addition of 10 honorable mentions."

BWI Supporting Members recognized included:

- Best Event Marketing or Sales Promotion and Best Web Advertising-Banner Ads: Volvo Penta, "A New Direction of Fun" Campaign
- Best Diversity Initiative: Recreational Boating Leadership Council New Markets Task Force, "Proven Strategies for Engaging New Markets"

Honorable Mentions were

presented to:

- Brand Promotional Video Series: Volvo Penta, Boating Challenge
- Event Marketing or Sales Promotion: Mercury Marine, 2016 Mercury Edge
- Print Newsletter: Yamaha Watercraft, "Prosales"
- Social Media Campaign: Yamaha Watercraft, "My Yamaha Memories"
- Web Advertising-Native Advertising: Volvo Penta, "A New Direction of Fun."

All winning entries and images may be viewed at www.marinemarketersofamerica.org.

Active & Associate Member News

Suzi DuRant Passes On



DuRant

Writer and association manager Suzi DuRant passed away February 25 at the age of 67, it was reported in a recent NMMA *Currents* newsletter. She was presented with a Lifetime Achievement Award during last year's American Boating Congress. Following careers with the American Bankers Association, then managing marinas with her husband Nelson, DuRant moved to Charleston, SC. She became Executive Director of the South Carolina Marine Association, kept the Clean Marina program viable, served on the state Abandoned and Derelict Vessel Task Force and Water Safety Coalition. Donations are suggested to the Charleston Muscular Dystrophy Assn., 121 Executive Center Drive, #138, Columbia, SC 29210. For details see www.charles-toncre-mationcenter.com.

Ballanti Promotes Marine Tech Firm

Ron Ballanti's Strike Zone Communications will spearhead public relations and marketing communications efforts for Siren Marine, a Newport, RI technology company engaged in the "Connected Boat" field. The new marketing partnership comes as Siren is preparing to unveil new products that will build on its experience in boat monitoring and tracking. Contact Ballanti at strikezne@earthlink.net.

BWI Web Search Yields Book Deal

Sylvia Williams Dabney writes she was contacted by Seahorse

Press, an imprint from the old McGraw Hill Publishing company, that found her profile on the BWI member website list suggesting she would be a fit for a book. It will be for boaters of all kinds including recipes and vignettes from the 15 years of living onboard and the 60,000 miles of offshore sailing she did with her husband, Stanley. The name of the book is tentatively *Sensational Cruising Cuisine* and is being illustrated by Roger H Newell, a well-known Seattle architect. Contact Dabney at OffshoreYachts@aol.com.

Martin Flory Group Adds Three Clients

Martin Flory Group, which represents clients in the global recreational and commercial marine, outdoor and RV markets, has signed three new accounts including: JMP Marine, a supplier of sea water pumps and strainers, flexible impellers and related accessories; Parkit360, manufacturer of compact dollies with capacities up to 15,000 lbs.; and Iosso Products which formulates and manufactures cleaning, polishing, lubrication and maintenance products. Contact Kelly Flory, news@martinflory.com.

Kenton Smith Client Offers Testing Help

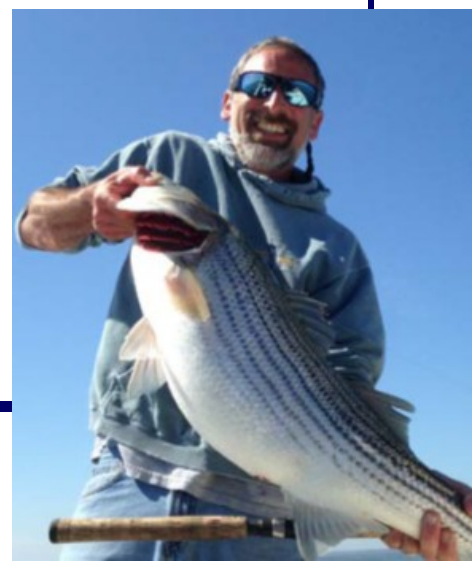
Wanda Kenton Smith advises that facilities of the recently merged North Light Yacht Club and Emerald Coast Marine to form the Emerald Coast Marine Center of Niceville, FL are available to help support media in testing or

stories in the state's Panhandle. The marine center serves boaters from the waterways ranging from Pensacola to Panama City, offers a full-service marina and yacht club, boat rental club and is a certified dealer for Yamaha, Mercury, Volvo and MerCruiser. Contact Kenton Smith at wanda@kenton.smithmarketing.com.

"FishTalk" Added to Rudow's Editing Effort

"FishTalk is the magazine I have always wanted to build," says founding editor Lenny Rudow and BWI president, who has teamed up with SpinSheet Publishing to create *Rudow's FishTalk*, a new monthly and website for , how-to, where-to fishing information for the Chesapeake and Mid-Atlantic region. Initial distribution is set for April to be delivered throughout DE, MD, VA, DC, and PA. Rudow will continue as electronics editor for *BoatUS Magazine*, a contributor to *PropTalk* magazine, and senior editor for *Boats.com* and *Yachtworld.com*. Contact him at ultangler@aol.com.

Rudow hauls in another minor Chesapeake catch.



Supporting Member News

Dominion Marine Becomes Boats Group
Dominion Marine Media (DMM), the global classifieds marketplace and marketing software solutions provider to marine brokers and dealers, announced at the Miami Boat Show that it will change

BOATS GROUP

its company name to Boats Group. The change reflects the company's brands and a new focus on investing in innovations that bring the boating industry to the forefront of modern business. Boats Group will continue operating recreational marine digital marketplaces: Boat Trader, YachtWorld, boats.com, and CosasDeBarcos, as well as the newly acquired YachtCloser. Along with the name change, the firm has a new logo and refreshed website, www.boats-group.com. The announcement follows Boat Group's recent acquisition by Funds advised by Apax Partners.

Queen's Barge Gets Charged Up

Torqueedo has been selected to provide the auxiliary propulsion system for The Queen's Rowbarge, Gloriana. The company supplied twin Deep Blue 40 Saildrive motors along with two pairs of battery packs installed in time to meet Gloriana's spring program of events. The rowbarge was crafted using traditional British timber, is 90

feet long and rowed by 18 oarsmen. She flies the Royal and City standards, along with the traditional flags of the UK, and carries 16 crests representing the Realms of the Commonwealth. Contact usa@torqeedo.com.

Fire Videos Show Extinguisher Myths

Two new videos from the BoatUS Foundation for Boating Safety and Clean Water warn against fire extinguisher myths and show the sobering results of fires aboard. U.S. Coast Guard Fire Extinguisher requirements include the following: Must be a marine-type, USCG-approved, in good, serviceable condition with sufficient charge, and have the required number of extinguishers aboard for size and type of vessel. Mounting an extinguisher is not a USCG requirement, but the Foundation says doing so keeps it accessible in case of fires. To view myths, go to https://youtu.be/_i3gFgZnXyk; to see the controlled burns, visit <https://youtu.be/eHFzjiOb-8s>. Contact Scott Croft, SCroft@BoatUS.com.

Mercury's New Blog Focused on Lifestyle

Mercury Marine has announced its new digital platform, MercuryDockline.com, a blog focused on the boating lifestyle, featuring educational and entertaining stories, videos, photos and content intended to engage boaters. "This new digital platform will give boaters an opportunity to interact with the Mer-

cury brand and with each other," said Michelle Dauchy, Mercury Marine chief marketing officer. Topical areas include: On the Water – boating lifestyle; Be Inspired – stories about real boaters & adventurers; Gear & Technology – dedicated to trending products and innovations; How-To – the basics of boating including tutorial videos and maintenance tips. Contact Lee Gordon, Lee.gordon@mercmarine.com.

Volvo Recognized for Miami Best Display

Each year, the Miami International Boat Show honors exhibitors who go above and



Volvo Penta exhibit staff pose in front of their "Best in Show" Accessory display.

beyond to deliver an exceptional show experience for attendees and their customers. The "Best in Show" Awards recognize excellence in booth and display presentation in three categories: Boats on Land, Boats on the Water, and Marine Accessories. BWI Supporting Member Volvo Penta took the honors for its Accessory display. Contact Joanne Zito, jzito@nmma.org.

Calendar & Events

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Webinar Preps for DC Boat Congress

A webinar to learn what to expect from the industry's American Boating Congress (ABC, May 15 – 17) in Washington, and how to effectively communicate the issues most important to recreational boating on Capitol Hill is set for April 26. ABC is described as the marine industry's premier political and legislative event. Sign up for the webinar and details on the event can be found at www.nmma.org/government/abc/about.

Blue Vision Summit Ocean Conference

Blue Vision Summit is an ocean conference bringing ocean conservation leaders together every two years to network, build the movement and meet with the Administration and Congress. The event takes place May 9 to 11 in Washington, DC expected to attract 500 people from local, regional and national groups, scientists, explorers and others. The 10th annual Peter Benchley Ocean Awards, called "The Academy Awards of the Sea," are presented May 11. Details at <https://bluefront.org/>.



35th Suncoast Boat

The 35th annual Suncoast Boat Show in Sarasota, FL (shown above) will take place April 21 - 23 at Marina Jack. Hundreds of boats from Gulf Coast dealers will be on display with electronics, marine accessories, jewelry, art, clothing and more. The event is managed and produced by Show Management. Visit www.ShowManagement.com.

Sail America Confab

Sean Cummings, senior vice president, Global Demand for Harley-Davidson Motor Company has been announced as the keynote speaker for the upcoming Sail America Industry Conference being held May 31 - June 2, 2017 at the Milwaukee Marriott in Milwaukee, WI. The three-day event will focus on best business practices and strategies

for building businesses. Visit www.SailAmerica.com.

ICAST Sportfish Show Celebrates 59th Year

The International Convention of Allied Sportfishing Trades (ICAST), described as the world's largest sportfishing trade show, marks its 59th year in 2017. It will be held July 11-14, at the Orange County Convention Center in Orlando, FL. Last year, more than 14,000 people from 80 countries were reported attending the show. The American Sportfishing Association produces the annual event. Media contact is Mary Jane Williamson, mjwilliamson@asafishing.org. For information go to www.ICASTfishing.org. NMMA is hosting a Marine Accessories Pavilion at ICAST: contact Rachel Timko, rtimko@nmma.org for details.

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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. Sup-