

Inside this issue:

BWI Plans Writing Scholarship Effort	2
Details on Washington Congress	
Supporting Members	3
Active & Associate Member News	4
New Members	

Better Boats (+ ing), Better for Us

Considering current politics, the job market, and the state of environmental and international affairs, it's easy to feel like these aren't exactly the best of times. Every now and then you need a reminder that the "good old days" weren't always all good; that 2017 is looking pretty darn sweet with the economic crash fading far, far back in the rear-view and the marine industry still representing a strong segment of American manufacturing that really is all-American.

In fact, an awful lot of really positive things have happened in recent decades. Even though in some ways I still feel like a newcomer to the industry, I remember when:

- * Outboard engines were noisy, smelly beasts that oozed oil into the water and belched clouds of blue smoke.
- * No matter what sort of engine and propulsion system your boat had, the biggest question every time you planned a trip was whether or not it would run in the morning.



Photo: Discover Boating Image Gallery (<https://www.growboating.org/toolkit/image-gallery.aspx>).

- * Docking for newbies essentially meant minimizing the impact when you slammed into the pier or pilings, because the only joysticks around were attached to video games.
- * Rotting decks and transoms weren't unusual, but rather, were expected as a boat aged.
- * Fishfinders drew on paper, GPS was so expensive that the boaters who really needed it couldn't afford it, and using the VHF required a license.

Each and every year, we see fantastic displays of progress that make boating better. We see new products dreamed up by entrepreneurs and vastly improved products made bet-

ter by the design teams at larger companies. And we see boats that run faster and more efficiently and are easier to use. We writers have plenty to write about.

We also have plenty to be thankful for. The vast majority of us didn't get into

boating because we planned to get rich, we got into it because boating is in our blood. And that's what makes our little industry so dang cool. It's what makes all of us different, and luckier, than the people who write about widgets, doo-dads, and ding-dongs.

The next time it seems like you're working twice as hard to make half as much — and I'm well aware that this is the case, for many of us — remind yourself that you're still in the best industry on the face of the planet. You, dear boating writer, have a fantasy job. Rah! Rah!

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

BWI Scholarship Effort Underway

By Ron Ballanti

BWI has launched a new Scholarship Program designed to help young men and women enter the exciting world of boating journalism.

This worthy effort is just beginning, with plans to have the fully funded scholarship program in place and ready to unveil to members and the boating industry during the 2018 Miami Boat Show Annual BWI meeting. Not too many details are known at this point, aside from the fact that it's going to be managed by a dedicated team of BWI volunteers. That, and the truth this is a good idea that's long overdue.

When you consider the importance of bringing new blood into our industry, you will likely agree this is worth doing. Long-time Ohio-based boating/outdoor journalist and BWI member Dan Armitage provided the spark. "It all started by asking myself an important and basic question — how can I contribute? I'm always so busy that time of the year with the many kid's fishing programs I manage, that I'm never able to attend the Miami meeting. Even so, I know many of the members personally through years of working together, and none of us are getting any younger," he said. It was clear to him that, as a professional organization, we need to think about the future.

Armitage was familiar with a successful scholarship program offered by the Outdoor Writers Association of America (OWAA), an organization he joined back in 1986. He contributes to the OWAA scholarship program and understands its reach and benefits,

so this seemed like a logical place to jump in and contribute. "I reached out to (BWI President) Lenny Rudow, and learned there was no current scholarship program for boating writers," said Armitage. Rudow liked the idea, addressing the topic in a recent newsletter and asking BWI members to join the effort.

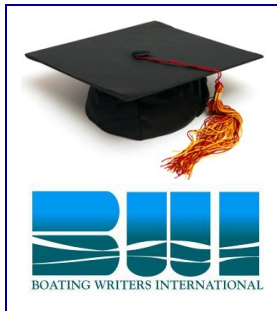
Armitage volunteered to form a BWI scholarship committee, and was soon joined by Robert Beringer, long-time marine journalist and author of *Water Power!* "We're fortunate to have Robert onboard, both for his energy and his experience. Robert has worked with universities and dealt with scholarships before, and his knowledge will be critical as we move forward," said Armitage.

After reading Rudow's recent newsletter article, I also felt compelled to join the effort and offered my experience in public relations and marketing communications to help spread the word about the program. There is much to do, so additional help and input will be welcomed. It begins with finding a key

sponsor for whom the scholarship will be named. We hope that for a relatively modest investment, some BWI Supporting Member will want to step up and hitch itself to this worthy cause.

This is not only a great opportunity for positive exposure among boating writers and the marine industry, but also a chance to help shape tomorrow's boating writers. We are also setting up the necessary infrastructure to allow other Supporting Members to sponsor the scholarship program on different levels and encourage individual Active and Associate Members to contribute.

I would advise any student considering a career in boating-related journalism that, while it would not likely lead to riches, it is often a great path to fulfillment. The ability to merge one's passion with one's profession is a rare gift in today's world — a gift I believe many of us would like to share with a new generation. Now's our chance. If you want to get on board, contact Dan Armitage at armitage@wowway.com.



DC Boating Confab Adjusts Schedule

The 2017 American Boating Congress (ABC) keynote speaker, CNN's Jake Tapper, originally scheduled for ABC's General Session on Wednesday, May 17, has been moved to ABC's opening luncheon, from 11:20a.m.-1:00p.m. on Tuesday, May 16. ABC's Hill Visits Strategy Session will precede it from 10:50-11:20a.m. Other events for the conference include: a May 15 Welcome Reception; May 16 Inside the Beltway Insights; New Issue Workshops; Angling and Boating PAC Reception; Political Insights Session; Visits on Capitol Hill; and a Congressional Reception. For information and to register visit <http://www.nmma.org/government/abc>.

Supporting Member News

Xantrex Celebrates Inverter's 25 Years

Xantrex is celebrating 25 years of its Freedom series inverters described as the first micro-processor controlled inverter designed for boats and RVs. The line has evolved into a series of various types of inverters with built-in chargers for mobile applications including RVs, boats, trucks, ambulances and specialty vehicles. "There are more boats and vehicles including RVs and trucks with a Freedom product than any other make or model ... for AC power and battery charging needs," said Richard Gaudet, vice president. Contact Mitul Chandrani at Mitul.Chandrani@schneider-electric.com.

FLIBS Opener Moves to Wednesday

Organizers of the Fort Lauderdale International Boat Show (FLIBS) announced new dates for the 58th annual event: Wednesday, November 1 through Sunday, November 5, 2017. Historically, the show has opened on the first Thursday of November and closed the following Monday. The 2017 event was previously scheduled to open on Thursday, November 2 and run through Monday, November 6. Owned and presented by the Marine Industries Association of South Florida (MIASF) and managed and produced by Show Management, organiz-

ers plan to keep the new date pattern in future years. Contact Daniel Grant, dgrant@piersongrant.com.

Siren Marine Gets \$50K Research Grant

Siren Marine LLC, a new BWI Supporting Member, was recently awarded a \$50,000 Innovation Voucher Grant from Rhode Island Commerce Corp. to help small companies partner with research and development centers at universities, medical centers or research facilities. This grant will allow Siren to partner with the New England Institute of Technology (NEIT) in the development of wireless transceivers and sensors for its proprietary Internet of Things (IoT) boat monitoring and tracking system. The goal is to enhance Siren's existing Connected Boat technology – which gives boaters the ability to monitor, track and control vessels via the Internet and mobile apps – while helping the company expand into other high-tech applications beyond marine. Contact Ron Ballanti, ron@strike-zone.net.

Mercury's Die Caster Is Largest in America

Mercury Marine staged a recent event to announce the commissioning of the largest high-pressure die casting machine in North America. Since 2009, the firm has invested more than \$800 million in R&D and manufacturing expansion at its Fond du Lac, WI campus. The 4,500-



Mercury officials cut the ribbon on the company's new die cast machine in Wisconsin.

ton Buhler-Prince machine, "Positions us to make castings that no one else in the industry can do," said Mike Meyer, general manager, Mercury Castings. "With this new machine, Mercury can make larger, lightweight structural components and reduce the overall weight of our engine by producing more efficient castings." Contact Lee Gordon, Lee.gordon@mercmarine.com.

KVH Marks 7000 Broadband Systems

KVH Industries announced that it has shipped more than 7,000 mini-VSAT Broadband systems, designed to provide mobile connectivity at sea. Its TracPhone V-series satellite communications antenna systems are in use on small recreational boats cruising the coastline to 1,000-foot commercial freighters transiting the world's oceans. The broadband service was initiated 10 years ago and has seen its popularity grow, coinciding with a trend in the maritime industry toward increased reliance on connectivity. Contact Jill Connors, jconnors@kvh.com.

FL
FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW

Active, Associate Member News

BWI OFFICERS

President

Lenny Rudow ('17)

ultangler@aol.com

1st Vice President

Alan Jones ('19)

boatscribe@comcast.net

2nd Vice President

Charlie Levine ('18)

levine@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



Landry & Frederiksen Are Changing Roles

Soundings Trade Only reported at the end of March that executive editor Chris Landry will be leaving to take a position at Viking Yachts as communications director. Landry will be responsible for the distribution of all communications, including press releases, daily web content, the Viking magazine *Valhalla*, and advertisements and promotional materials. He'll work with media in both editorial and advertorial capacities.



Landry

"It's an exciting time at Viking, and I am honored to represent such a prestigious boatbuilder and successful company," said Landry, 48, who was also executive editor of *Soundings* and a staff editor and writer for *Anglers Journal*.

Long time BWI member Peter Frederiksen, who held the position for 17 years and is widely known and respected in the marine industry, is

stepping down. "Working at Viking has been one of the best parts of my life," he said, noting he was hired in 2000 after leaving his editor's chair at *Yachting* magazine.

Martin Flory New Biz

TecNiq Inc. has hired Martin Flory Group to promote its company throughout North America. TecNiq LED lighting is widely used in the emergency vehicle, commercial fleet and trailer markets. Its recent focus on marketing to marine and RV has been met with a reported welcome reception. Contact Kelly Flory, info@martinflory.com.

Chesapeake Theme for Eichenmuller Book

Ann Eichenmuller, an award-winning essayist and features writer whose work is regularly featured in

Chesapeake Style, *Chesapeake Bay* and *Motorhome* magazines, has announced publication of her new book, "Kind Lies." The novel's

heroine is a full-time live-a-board, and the book is set against the backdrop of tide-water Maryland and Virginia. In promotional material, the story is described as, "Not just an intriguing mystery, it offers a human-sized, conflicted heroine, persuasive depictions of Maryland's Eastern Shore and contemporary America in general, and a villain who holds the mirror up to the quiet desperation that sometimes lurks beneath conventional middle-class life." More detail at www.hightidepublications.com or www.anneichenmuller.com.



Active Member

Cyndi Perkins, Freelance Writer, Houghton, MI

Supporting Member

Siren Marine, Jonathan Banks, Chief Operating Officer, Newport, RI

The **BWI Journal** is produced by and for members of Boating Writers International, 108 Ninth Street, Wilmette, IL 60091. (847) 736-4142. www.bwi.org.

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-