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Production Up; Noise Down

As we settle into summer mode I have little news to report, which is probably a good thing, as there's enough "news" currently in print and on the airwaves to make any sentient being's head explode. With Boating Writer Current Events at this mercifully low ebb, we have the opportunity to examine an issue that comes up often among writers: productivity.

How can you increase your own productivity? The sage advice "write faster" really doesn't help, since some people simply write faster than others. However, technology can give you a leg up. This lesson was taught to me by John Burnham (Managing Editor of Boats Group and my boss) when he first brought me aboard what was then Dominion Marine Media. I had been working on a computer with a single 22" screen, and he ordered me a pair of 24" screens to go along with a new desktop. He told me that having multiple screens would "change my life" and I went along with it, figuring it couldn't hurt anything.

Having dual monitors has changed my life.

The ability to have both



Twin monitors are good for work; not so much for cable TV.

documents and internet up at the same time and effortlessly shuffle between them allowed me to boost my productivity by something like 30-percent. If you're sitting at a desk reading this on a single monitor at this very moment, believe me, you're handicapping yourself.

Another productivity-booster I recently discovered is noise-cancelling headphones. After working at home for upwards of 20 years, a few weeks back I had to spend an afternoon in an office. There were all these people in the same room. Talking. While I was trying to work. What normally takes me five minutes took more like half an hour.

Someone mentioned that she wore a pair of noise-cancelling headphones whenever she was writing. That made sense, but the surprise came when I tried it at home

— and discovered that it helped me work faster there, too. Simple distractions like the sound of our cat shredding my sofa or the neighbor's lawnmower

buzzing in the background disappeared.

One final tidbit of technology that will also help you gain productivity is moving to a hard-wired connection, instead of depending on a wireless system. I made this change because my kids were sucking the signal when they came home from school, noticeably slowing me down. But after plugging in I noticed an immediate increase in speed, regardless of the time of day or who was home.

One final bit of advice: block all the news outlets from your work station. If you're tempted to peek at CNN between paragraphs and your head explodes, it'll ruin both of those nice new monitors.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

NMMA Miami Shows Are Merging



NMMA announced recently that the sailing industry's Strictly Sail Miami event will join the Miami International Boat Show (MIBS) at Miami Marine Stadium, February 15-19, 2018. The sail show, previously held at Miamarina at Bayside at the same time as MIBS, based the past two years on Virginia Key, will bring an estimated 100 sailboats to the Marine Stadium's deep water basin. The two

shows coming together creates a premier global power and sail event for the industry as the NMMA forecasts more than 700 boats in water and a sold out land exhibition in 2018.

"The decision to combine these two iconic events is due in large part to feedback from sail and power exhibitors and attendees, for a single streamlined experience that encompasses all our industry has to offer," said Ben Wold, executive vice president of NMMA and show manager. "We've built the ultimate boat show venue at Miami Marine Stadium that's ideal for both power and sail so bringing these two shows together will without a doubt deliver even more impressive results."

In a related announcement, NMMA announced the promotion of Larry Berryman to show manager for MIBS. He

moves from his role as the assistant show manager replacing Wold who has been serving as interim show manager. Wold noted, "Larry brings his extensive knowledge of the show's sales and operations, as well as his passion for recreational boating and the industry, to his new role as show manager. After 17 years with NMMA, where he's managed our Tampa and Atlanta shows and helped move the Miami show to Virginia Key in 2016, Larry is respected by our exhibitors, vendors and partners and will help the show continue to grow and thrive in the years to come." Wold will remain in NMMA's Miami office through the spring of 2018 to fully transition Berryman to his new role.

For information, visit <http://www.miamiboatshow.com/>.

IBI, Sites Sold to Management Staff

International Boat Industry (IBI) and its associated websites and newsletters were acquired in early April by Boating Communications Ltd. from Time Inc. (UK) Ltd. This follows Time Inc. UK's decision in February to close its B2B marine division. Four of Boating Communications directors and staff were involved in the acquisition: Publisher Nick Hopkinson, Editor Edward Slack, Assistant Publisher Philip Peirera and Sales Associate Philippa Drysdale. Michael Verdon remains as U.S.



Correspondent. The staff has completed the most recent issue without any break in the publishing schedule.

"We are intent on providing the level of drive and investment in the business to ensure IBI remains a vital link and information source in print and online for the global leisure marine industry," said Nick Hopkinson, who helped launch IBI in 1968. "We are

also confident that following several very tough years the market is finally beginning to show signs of sustained growth which justifies this investment."

The new owner has also acquired the trademarks and publishing rights to *Superyacht Business* magazine, together with its website and newsletter with a further announcement about the future of this title expected. For more detail contact Ed Slack ed@ibiplus.co.uk or Nick Hopkinson nick@ibiplus.co.uk.

Safe Boating Effort Runs All Summer

Boating safety organizations and advocates across the U.S. and Canada have teamed up to promote safe and responsible boating, including consistent life jacket wear every time boaters are on the water, beginning with National Safe Boating Week (NSB), held from May 20-26. They are focused on spreading life-saving messages about responsible boating. NSB is the launch of the 2017 North American Safe Boating Campaign, the yearlong outreach to promote safe and responsible boating and consistent life jacket wear by recreational boaters.

Wearing a life jacket is the simplest life-saving strategy for safe recreational boating. Each year hundreds of people lose their lives, and they may still be alive if they had been wearing a life jacket. U.S. Coast Guard statistics show that drowning was the re-



ported cause of death in three-fourths of recreational boating fatalities in 2015, and that 85 percent of those who drowned were not wearing life jackets. Additional statistics can be found at <http://www.safeboatingcampaign.com/resources/boating-safety-facts/>.

New life jackets are promoted as more comfortable,

lightweight and stylish than earlier versions. There are innovative options, such as inflatable life jackets, allowing mobility and flexibility for activities like boating, fishing, paddling or hunting, and are much cooler in the warmer weather. Find detail at <http://www.safeboatingcampaign.com/resources/life-jackets/>.

Throughout the summer, the North American Safe Boating Campaign will remind boaters of the importance of boating safely, life jacket wear, boating sober, knowing navigational rules and having a proper lookout. Partners will host local events, teach classes, offer on-water training, distribute educational materials, and perform free vessel safety checks.

A variety of free and paid resources to support local boating safety education efforts can be found at www.safeboatingcouncil.org/.

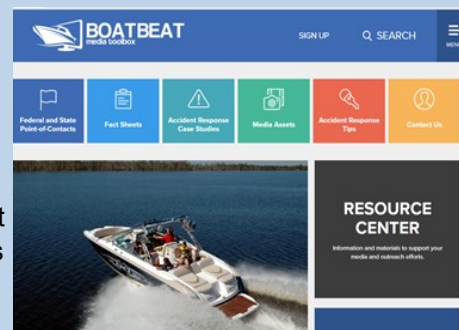
Safe Boating Resources

BoatBeat/Media Toolkit is a national online resource that provides recreational boating information, state and federal resources, and numerous other media assets in one location. Issues and tips are provided for lifevests, boating under the influence, emergency locator beacons, engine cutoff switches, safe boating courses, vessel safety checks and more.

It is a collaborative effort with support from the National Safe Boating Council, the National Association of State Boating Law Administrators, and the U.S. Coast Guard. Access the resources at <http://boatbeat.org/>.

The "Media Assets" page (<http://boatbeat.org/resources/media-assets/>) provides extensive links to Coast Guard programs and statistics, factsheets, accident details and precautions, infographics, logos, photo and image libraries, PSAs, social media suggestions, videos and webinars.

BoatBeat points out that media can be influential in writing cautionary tales of boat accident victims and survivors. These stories encourage others to be proactive in their own boating safety efforts by offering safe boating courses or participating in safety events, or on a personal level by taking more responsibility on one's boat. BoatBeat is developing case studies to assist the media in reporting boating accidents. For more information, visit <http://boatbeat.org/case-studies/>



Boating \$s Big Factor in Outdoors



The Outdoor Industry Association (OIA) in late April released the 2017 edition of the Outdoor Recreation Economy Report, the largest and most comprehensive report of its kind, which captures the power of a vast economic engine that creates billions of dollars in consumer spending and millions of good-paying American jobs.

As part of the Outdoor Recreation economic engine, water sports, which includes boating, sailing, kayaking, canoeing, rafting, surfing, scuba and stand-up paddle boarding, generates an estimated \$139.9 billion in direct spending, 1,234,876 jobs, \$43.8 billion in wages, \$10.6 billion in federal taxes and \$9.6 billion in state taxes. As measured, this places water sports as the third larg-

est activity, following Trail Sports (day hiking, backpacking, rock or ice climbing, running, horseback riding, mountaineering) at \$201.5 billion and Camping (RV campsite, tent campsite, rustic lodge) at \$166.9 billion

Said Amy Roberts, OIA executive director. "This report makes clear that the outdoor recreation economy is not only thriving, but a powerful economic force that embodies the American spirit. Public lands and waters are the foundation of this powerful economic force. By investing in and protecting America's public lands and waters, we invest in our future and the continued well-being of America. Together, we can thrive outside."

Key findings include:

- The outdoor economy generates \$887 billion in consumer spending annually, sustains 7.6 million American jobs and generates \$65.3 billion in federal tax revenue and \$59.2 billion in state and local tax revenue each year.
- Spending on outdoor recreation far outpaces other popular activities, such as, water sports gear spending (\$14 billion) outpaces movie ticket spending (\$11 billion).
- Outdoor recreation provides significant health benefits and lower public health care costs through physical activity and by reducing stress and obesity rates.

Access the report at https://outdoorindustry.org/wp-content/uploads/2017/04/OIA_RecEconomy_FINAL_Single.pdf.

Top Product Picks of *BI* Editors

Boating Industry editors have selected their 2017 "Top Products" published in the May issue, ranging from accessories to boats to engines and more. To be eligible, products had to have been introduced or significantly updated since January 2016. Fifty products were said to have stood out for impact on the industry, innovation and how they advance their product category – or create a new segment. Products of BWI Supporting Members included were:

- Formula's 430 Super Sport

Crossover combining the Crossover Bowrider with the versatility of a flush cockpit center console, at 43 feet in length with a 12-foot beam.

- Honda's BF6, a lightweight, 6 hp. outboard designed to power small skiffs, tenders, inflatables and sailboats.
- Indmar's Raptor 460, a smaller displacement engine designed to be lighter in weight, offer better fuel economy and deliver the performance consumers are seeking.
- Suzuki Marine's new DFI50AP and DFI75AP, two new inline four-cylinder outboards that feature drive-by-wire throttle and shift and Selective Rotation gear cases.
- Torqeedo's Cruise Fixed

- Pod motors offer sailors and powerboat enthusiasts pod drives that deliver the performance equivalent of a 5, 8 or 20 hp. combustion engine.
- Volvo Penta's Easy Drain, the gasoline sterndrive raw water engine-draining system that can be activated with a single knob, whether the boat is in or out of the water.
- Yamaha's next-generation F90 four-stroke outboard which is lighter and quicker than its predecessor, and leads its class in torque and acceleration, the company says.

Additional details at <http://boatingindustry.com/top-stories/2017/05/01/boating-industry-2017-top-products/>.



**Formula's
430 Crossover**

Supporting Member News

Tide Rising for Fishing Participation

The Recreational Boating & Fishing Foundation (RBFF) announced that fishing participation has increased. Latest fishing license sales data from the U.S. Fish & Wildlife Service shows a 1.79% increase, bringing the 10-year gain to 4.26% and marking the third consecutive year of increases after a long period of stagnant sales. Highlights from an Outdoor Foundation 2017 Participation Topline Report show:

- Fishing is again the number two most popular adult outdoor activity, but closing in on number one, jogging.
- Saltwater fishing participation increased 4% over the past three years
- Fly fishing increased 6% in 2016 and 9.8% over the past three years
- Kayak fishing increased 4.6% in 2016 and 31.8% over the past three years.

Contact Stephanie Vatalaro, svatalaro@rbff.org.

West Marine Updates "Waterlife" Radio

West Marine has relaunched its Waterlife station on Pandora Radio. The station features an eclectic mix of music with broad appeal to people

that enjoy recreating on and around the water — from a group of more than 100 popular artists

that includes Zac Brown Band, Kenny Chesney, Jimmy Buffet, Sheryl Crow, The Eagles, Jack Johnson, Brad Paisley, Bob Marley, The Beach Boys, and dozens more. "Pandora listeners have really embraced West Marine Waterlife Radio," says Justin Chimienti, Senior Sales Executive at Pandora. "The proof is in the numbers, where there are tens of thousands of listeners enjoying the station." Listen at pandora.com/westmarine. Contact Margo Donohue, press@westmarine.com.

MyTaskit Reports

High Program ROI

A recent independent study concluded that the Coordination module of MyTaskit Pro provides a significant ROI: 15 times its cost in the first month. The program provides a software platform for coordinating tasks within companies and between multiple businesses and their customers. Its software is said to allow service professionals to perform work more efficiently, gives companies a way to increase profitability and better measure customer satisfaction, and provide customers a better experience, with faster, more transparent service work for their high-value assets. Contact info@mytaskit.com.

Westerbeke Has A New President

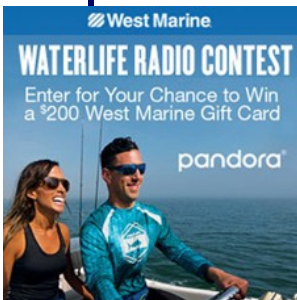
Westerbeke Corporation has announced the appointment of Gregory Haidemenos as its new President and CEO.

He will assume his new position immediately and succeeds John H. Westerbeke, Jr. who remains Chairman of the Board. Haidemenos has been part of the company team for 21 years, beginning his career in 1996 as Controller. In 1999, he was elected Chief Financial Officer and in 2004 was promoted to Chief Financial & Operating Officer. Founded in 1937 by John H. Westerbeke, Sr., the firm offers a line of marine engine products available in gasoline and diesel versions. For details visit www.westerbeke.com.

BoatUS Takes On 'Big Ethanol' Fakes

"Big Ethanol" is at it again, BoatUS is warning its members and media. In a new advertising campaign timed with the start of boating season, the Renewable Fuels Association, the trade association for America's ethanol industry, continues to spread mistruths in its support of the Renewable Fuel Standard (RFS), a law that mandates the blending of biofuels such as corn-ethanol into gasoline. In a claim that E10 is the fuel of choice for many boaters, the reality is, according to those surveyed by BoatUS, 91 percent prefer non-ethanol fuel for their boats. For additional details about the RFS and warnings when used in marine engines, go to www.BoatUS.com/gov/rfs.asp. Contact Scott Croft, SCroft@BoatUS.com.

Misleading claims for marine engine owners by Renewable Fuels group.



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Calendar & Events

South Florida Marine Industry Day

The 4th annual Marine Industry Day, hosted by Marine Industries Association of South Florida, is set for June 17 in order to educate the



community, celebrate the industry, and build awareness of the challenges it faces. Marine Industry Day is a free social gathering of over 2,000 industry workers, family members, and the community at Esplanade Park in downtown Fort Lauderdale that showcases the diverse talents, community involvement, and economic impact these businesses and jobs represent. Details at www.marineindustryday.org; contact Nicole Hoekstra, nicole@miasf.org.

NMEA Expo Dates

NMEA's Conference & Expo runs September 26 - 28 at the Bellevue Hilton on Seattle's east side and Lake Washington. It focuses on education and training, a new products expo, demonstration boats,

product awards, as well as networking and social events. The Conference & Expo is described as the largest trade event in North America focused on marine electronics. Information is posted at www.expo.nmea.org. Contact Mark Reedenauer, mreedenaue@nmea.org.

Womens' Sail Confab

The 16th Annual Women's Sailing Conference will be held Saturday, June 3 at the Corinthian Yacht Club (CYC) in Marblehead, Massachusetts. It features hands-on land and

water-based workshops and seminars, offers women an opportunity to learn or hone sailing skills, network with other women sailors from all over the U.S. and gain the confidence necessary to become a valuable crew member or knowledgeable skipper. Register at womensailing.org. Contact Joan Thayer, joan_thayer@comcast.net.

IBEX Registration; Innovations Sought

Registration is open for the 27th International BoatBuilders' Exhibition and Conference (IBEX), being held September 19-21 at the Tampa Convention Center. The industry event is North America's leading platform and community for professionals in the recreational marine industry. Now produced by NMMA and RAI Amsterdam, the show plans to offer more exhibiting companies on the show floors including more international participation, as well as a new Marina & Yard pavilion, and expanded outdoor exhibit space and on-water displays. IBEX's Innovation Awards Program is also open for entries with details and entry form posted at IBEXShow.com.

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