

Inside this issue:

Active & Associate Member News	2
Supporting Members	3
Calendar & Events	4
New Members	
Final Dues Reminder	

Huge Writer Benefits of Expos

Hi once again, boating writers. With the air conditioners cranked and the suntan lotion flying, summer's in full swing—and that means it's time to start thinking about the fall show season. First on the agenda isn't really a boat show, and takes place before the leaves start to turn in most of the country: IBEX, the International Boatbuilders Exhibition and Conference, from September 19 – 21 in Tampa.

True, this expo beats the official start of fall by one day. Also true, it's not exactly prime time to head south, and you're still going to want to spend most of your time down there in the air conditioning. But this is a show worth going to. It's becoming a must-go like Miami, maybe not each and every year, but everyone should attend IBEX now and again to gain some serious insight into boat-building. There are seminars on design and engineering, new products to see, over 650 exhibits, and perhaps most important for you and me, the BWI Pitch the Press session.

Pitch the Press gives manufacturers and builders the opportunity to hit journalists with a two-minute presenta-



Innovations, trends, leads, materials, industry knowledge all packed under one roof and or marina can be gained at expos, Image: IBEX

tion followed by a minute of Q & A about their product. Just what makes it into the event is chosen and pre-vetted by a BWI panel, so you can walk through the door knowing that your time won't be wasted with rehashed or old "news" that doesn't really make the grade. You'll learn about a slew of new items, get the hot scoop on what's cool and what's new, and it's free to all BWI members.

Particularly when it comes to newer, younger members, I can't encourage you enough to consider attending the show and the event. When I was a newbie at *Boating Magazine* I remember my first IBEX decades ago, and as a learning experience it ranked right up at the top. The opportunity to gain serious insight into the

world of boat-building, make new contacts, and gather writing material for months to come is huge—and those of you playing the long game will take advantage of it. Email Amy Riemer, amy@riemercommunications.com to set up your press credentials ahead of time.

In addition to discovering what's new and trending at IBEX and Miami, many members make fall stops at the NMEA Expo for a deep-dive into electronics (see back page) and to observe and report on developments at the global yachting marketplace of the Fort Lauderdale International Boat Show (preview coming in September).

We're still working out a few of the details, so stay tuned for an early September BWI email to learn which room at the convention center we'll be holding Pitch the Press in, and the exact timing. In the meantime, I hope everyone is enjoying a summer filled with many days spent afloat.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

Active & Associate Member News

AIM Adds & Promotes Several BWI Scribes

Active Interest Media Marine Group reported several staff changes in mid-June, all members of BWI but one. Eric Colby was hired as senior editor of *Soundings Trade Only*. He is a former staff writer at *Soundings* and *STO* who went on to become editor-in-chief and vice president at *Powerboat Magazine*, senior technical editor at *Boating* and senior editor at *Professional BoatBuilder*.

Also at *STO*, Reagan Haynes was promoted from associate editor to senior reporter and Jack Atzinger moved from associate to managing editor.

Separately, Gary Reich was hired as senior editor at *Soundings* and Colleen Mason was promoted to multimedia editor. Reich, a BWI Director and Chesapeake Bay-based writer, editor and photographer, will write news, features, fishing

stories and Bay Watch columns plus fishing stories for *Anglers Journal*.

Kyle Media's New Name For 25th Year

Kyle Publications, Inc., publisher of Great Lakes Scuttlebutt magazine and the Marine Ad Network, is now Kyle Media, Inc. "While Great Lakes Scuttlebutt remains the core of what we do ... we needed our company name to better describe our expanded activities," said publisher Erik Kyle who founded the publication in 1992. As online marine industry publications increased, Kyle created the ad network which he describes as a cost effective way for companies to advertise online and publishers to sell their unsold space to advertisers. Another venture, geo fencing digital campaigns at marine events, places banner

ads and videos on websites or social networks frequented by show attendees to drive traffic to clients' booths. Contact Kyle at erik@greatlakesscuttlebutt.com.

Verdon Recognized By Italian Industry

Freelance writer, editor and former BWI president Michael Verdon has been recognized with the 2017 UCINA Boating Pioneers award in the Foreign Journalists category. Verdon, who is also a contributing editor to *Yachting* magazine and *The Robb Report*, was honored by the Italian marine industry association for his significant contributions to the history of the nautical industry. He has been *International Boat Industry's* U.S. editor since 1999 and was a staff editor at *Motor Boating & Sailing*, *Boating Industry* and *Boating World*.

Engine Makers Raise Ethanol Alert

In Washington for the June industry Capitol Hill event, Chuck Rowe, president of Indmar Marine Engines, along with executives from Yamaha, Mercury Marine, Torqeedo, Evinrude and Volvo Penta met with Speaker Paul Ryan, EPA Administrator Scott Pruitt and his senior staff. The discussion focused on reforming the Renewable Fuel Standard (RFS), promoting E15 education for

consumers and offering Biobutanol as an alternative fuel.

EPA has announced proposed 2018 Renewable Volume Obligations (RVO) to mirror record high levels mandated in 2017 allowing the volume of conventional biofuels (i.e. ethanol; E15) to stay at 15 billion gallons which is said to put boaters at significant risk for misfueling marine engines.

For the last 7 years, engineers from the marine engine

companies, NMMA, ABYC, and Department of Energy have been testing Biobutanol. Findings show Biobutanol meets renewable fuel mandates and clean air standards. It contains a higher percentage (16%) of renewable fuels than traditional E10 gasoline without sacrificing engine performance or reliability.

NMMA plans to engage in the public comment period to raise industry concerns, ahead of the November 30 deadline for finalizing the 2018 RVOs. They will also work on comprehensive RFS reform to produce a more realistic and workable rule. Contact Natalie Carrera, ncarrera@indmar.com.

Chuck Rowe (from l.); Ben Speciale, Yamaha; Marcia Kull, Torqueedo; Jeff Wasil, Evinrude; Scott Pruitt, EPA; Chris Drees, Mercury Marine; John McKnight and Nicole Vasilaros, NMMA; Jonathon Miller, Volvo Penta.



Supporting Member News

Freedom Supports Big Bros For 2nd Year

Freedom Boat Club has announced its second year of a national campaign to benefit Big Brothers Big Sisters (BBBS) which nationally serves more than 150,000 children, matching adult volunteers with children 6-8 years old in life-changing friendships. In 2016, Freedom's first year of the campaign, clubs

hosted boating events and organized fundraising initiatives, which raised more than \$61,000 for BBBS. "Our corporate and franchise clubs really felt good about working together and giving back in our respective communities," said Freedom CEO John Giglio, who serves as a director for BBBS of the Sun Coast. Contact Wanda Kenton Smith, wanda@freedomboatclub.com.

Volvo Buys Into U.S. Outboard Maker

Volvo Penta has signed an agreement to become the majority owner of outboard motor manufacturer, Seven Marine, enabling the Swedish company to extend its scope of integrated propulsion systems. Says Ron Huibers, president of Volvo Penta of the Americas, "We are combining the strength of two highly innovative companies to deliver an unbeatable engine range for the gasoline

segment." Seven Marine, based in Milwaukee, WI, produces gasoline outboards at 557 and 627 hp. Contact Christine Carlson, christine.carlson@volvo.com.

West Merging With Private Equity Fund

West Marine, Inc. and Monomoy Capital Partners, a New York-based private equity fund, announced a merger agreement which represents a total equity value of \$338 million. Company founder and board member Randy Repass has agreed to vote shares representing approximately 20% of the company in favor of the transaction. Following merger, West will be privately held and continue to be operated by the company's management team. Contact Margo Donohue, margodono@gmail.com.

FLIBS Extends Lease At Bahia Mar Site

The Marine Industries Association of South Florida (MIASF) and Informa Exhibitions have signed a 30-year lease extension with the Bahia Mar Fort Lauderdale Beach Hotel & Yachting Center to keep the Fort Lauderdale International Boat Show at the property through 2050. The new lease also has two 10-year extension options, allowing for up to 50 years in place. Owned by the MIASF and managed and produced by Informa Exhibitions (which recently acquired Show Management), the show attracts approximately

100,000 attendees each year.

In a related announcement, MIASF said it has moved to a new two-story office building near the New River. The address is 221 SW 3rd Ave., Fort Lauderdale, FL 33312.



ABYC Foundation Seeks Boat Donations

The ABYC Foundation has announced a vessel donation program, accepting new and used powerboats, sailboats and personal watercrafts. Donors receive a tax deduction while supporting the mission of the nonprofit 501(c)(3) foundation, dedicated to advancing education for marine professionals, funding additional research and development of ABYC safety standards. "Proceeds from these donor boats will directly support efforts to train technicians and provide resources to the boating industry to design, manufacture and repair boats and equipment to the highest industry standards, resulting in safer product and a superior boating experience," said ABYC President John Adey. Find details at www.abycinc.org/boatdonation; contact Shannon Aronson, saronson@abycinc.org.

ABYC's first boat donation to benefit its Foundation.



Calendar & Events

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Mercury Marine New York Media Event

Mercury has invited mainstream media on August 8 to Chelsea Piers in New York City to spend time out on the water, allowing marine journalists the opportunity to get acquainted with some of the company's latest technology and speak to executives.

There will be 5-7 boats on the water from 7 a.m. to 4 p.m. RSVP to Lee Gordon, Lee.gordon@mercmarine.com.

IBEX Set for Tampa, Registration Continues

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 and has



added a new Marina & Yard pavilion, expanded outdoor exhibit space and on-the-water displays. See press information at www.ibexshow.com/ibex-virtual-press-room/. For media registration, contact Amy Riemer, amy@riemercommunications.com.

NMEA Expo Schedule

Set for Bellevue, WA September 26-28, NMEA's Conference & Expo is a once-a-year opportunity for training, face-to-face meetings of dealers



and manufacturers and networking for those in marine electronics. The Conference Full Education & Training Schedule is now listed at www.expo.nmea.org. Included are Technical Seminars, Business Seminars and Manufacturer Specific training plus separate expo hall hours to view cutting edge products and meet with their manufacturers. Contact Cindy Love, clove@nmea.info.



Active Members

Erik Kyle, Publisher,
Toledo, OH

Melissa Wood,
Associate Editor,
Portland, ME

Last Call ... BWI Data & Dues

BWI members who are not current with 2017 dues received a recent email notification and invoice. Dues can be paid by check or via PayPal with any credit card by visiting <http://www.bwi.org/join/>. Membership benefits are outlined on that same link. Active dues are \$50 per year, Associate dues are \$60, Supporting member dues are \$175.

Those unsure about their status, or needing another email invoice can send a request to info@bwi.org.

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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.