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Fall Boat Show Survival Tips

Fall boat show season has arrived, and it's off to one heck of a good start. Reports coming in from Newport range from "spectacular" to "smashing success." By the time you read this, the next shows on the agenda will be the United States Sailboat Show and the United States Powerboat show, my home-town shows which both take place in Annapolis, Maryland. Management has stepped up their media game for both of them, by adding pre-show press events (see page 6 for a bit more info and email info@annapolisboatshows to find out more) to the agenda. After that it's Fort Lauderdale, and then winter shows loom on the horizon.

Wait a sec—there's one more sandwiched in there, the Minneapolis Boat Show (1/11 – 14), which takes on a new level of importance this year: the NMMA and BWI have teamed up to bring a new Innovation Award program to Minneapolis. Why Minneapolis? First off, pontoon boats now represent a huge chunk of the boating market, and the core of their popularity lies in the Midwest.

Secondly, this is a pretty hefty show with a 45-year history, hundreds of exhibitors, seminars, and extra ac-



And don't forget the deodorant.

tivities. On top of all that, adding a new venue to the Innovations Award trail opens up more opportunity for BWI writers to play a role in the process, meet new industry contacts, and get more scoops. We're excited to see this happen, and in that spirit, I'd like to share my personal 10 Writer's Boat Show Commandments with all of you members:

1. Bring comfortable walking shoes, because you're about to blow up your pedometer.
2. Bring Advil (see above).
3. Get a haircut at least a week before a show, so if it's botched there's time to recover.
4. Never, ever, ever, trust a hotel room alarm clock.
5. Always keep an energy bar in your tote bag; there will come a day when you need it.
6. If you don't eat that energy bar, remember to change

it between boat shows or there will come a day when you rip open and eat something that expired in 2012.

7. Look in tents and corners to find the smallest, least-developed displays in the show. Newcomers love getting attention

from the press, and often you can find a new product or a cool scoop everyone else has missed.

8. Don't ditch evening press events because you're beat. Attending these can be tough sometimes, but the networking potential is huge.

9. If you're traveling on your own dime try to coordinate where you stay with a friend, so you can ride-share. Cab/Uber fares add up quick.

10. And finally, as if I have to say it, give preferential treatment to press events that include free food and open bars.

If you'd like to participate in the Innovations Award judging in the Miami this year, email Zuzana Prochazka at totemgroup@msn.com.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

FLIBS Media Advance Planner

The Fort Lauderdale International Boat Show has shifted its five-day run to open a day earlier on Wednesday, November 1 (Prime Time Preview day) through Sunday, November 5. Informa Exhibitions, the company that earlier this year purchased Show Management, is planning to enhance and support year-round interaction between the industry, consumers and exhibitors.

Infrastructure improvements will include new plastic and fiberglass floating docks, half of which will be in place for the upcoming show, new electrical equipment, improved tent flooring and new trucks. Improved wayfinding graphics and signage will make navigating the show's seven locations, and locating specific products, easier.

BWI will offer two events for members at FLIBS. A new "Brunch with the Board" social gathering will take place on Wednesday November 1 from 10 a.m. till noon at Bahia Mar. This will provide an opportunity to mix and mingle with colleagues and gain some sustenance before the show officially opens at noon. Sponsor for this event is Marlink, the satellite communications and electronics firm.

Celebrating its 6th year ZF Marine is again hosting the "best kept secret" of the Fort Lauderdale boat show for BWI members on Thursday November 2. Enjoy a great breakfast with fellow BWI members, and then hit the docks ready for the day. Breakfast runs from 8:30 to 9:30 a.m. at the ZF Marine

booth – 1042, right beside the Engine Tent and just inside the South Gate entrance to the show at Bahia Mar.

Marine Marketers of America will hold its bi-annual members meeting on Thursday November 2 at Bahia Mar, Staterooms A & B from 11:30 a.m. to 1:30 p.m. An industry expert panel will address the attrition in first time boat buyers and offer ideas to stem the decline. Lunch included. Details at <https://marinemarketersofamerica.org/>.

A more extensive list of media events will be provided just prior to the show.

Media contacts for FLIBS are Daniel Grant, dgrant@piersongrant.com and Marielle Sologuren, mso-loguren@piersongrant.com.

FL FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW

Chuck Rowe Joins Hall of Fame



Chuck Rowe

NMMA has recognized Chuck Rowe, President of Indmar Products, with its 2017 Hall of Fame Award for his career achievements and contributions to the recreational boating industry. Rowe was honored during IBEX. The NMMA Hall of Fame was established in 1988 and recognizes individuals who have made, or continue to generate, substantial and lasting contributions toward the advancement of the marine industry. It honors individuals whose names and deeds are synonymous with the pursuit of quality, innovation, and perfection within their respective spheres of expertise. Rowe began his career in

the marine industry in 1973 and throughout his 44 years, he has consistently delivered industry-leading technology to advance recreational boats. Under his leadership, Indmar has been awarded five patents, 17 CSI Awards, seven Innovation Awards, five environmental awards and three top product awards, as well as delivering 14 innovative technologies that have changed the marine industry, including being the first to incorporate catalytic converters in inboard engines, which delivers significant environmental benefits.

"Chuck is most deserving of this recognition. Through his leadership, innovative

spirit and passion for the marine industry, he has paved the way for its future with unwavering support and invaluable contributions," said Thom Dammrich, NMMA president. "Having had the opportunity to work closely with Chuck during his tenure on NMMA Boards, and as NMMA Chairman, I can say his insights and leadership have been instrumental in helping to guide the association, and the entire marine industry, through periods of favorable and less-than-favorable conditions, including the 2008 recession."

Contact Natalie Carrera, ncarrera@indmar.com.

IBEX Innovations & Judging Panelists



Zuzana Prochaska (far left) and Alan Wendt (far right) with the IBEX Innovation Award recipients.

Winners of the 2017 Innovation Awards were announced September 19 during the annual Industry Breakfast at the International BoatBuilders' Exhibition & Conference (IBEX). The Innovation Awards honor achievement in product development in 10 areas of the marine industry. Twelve winners and two honorable mentions were selected by a panel of judges from BWI.

"This year the entries reflected many of the changing consumer trends and expectations of today's boating lifestyle. Competition reached new levels, and many product innovations were designed for easier user interface," said Alan Wendt, Chair of the BWI IBEX judging panel.

The 2017 IBEX Innovation Award winners are:

- Boatbuilding Methods & Materials: Winner: CE-proof Group, ICOMIA Technical File Generator
- Deck Equipment & Hardware: Winner: Aluna Systems, Light Pole. Honorable Mention: Surefas B.V., Caf-

Compo screw-stud

- Mechanical Systems: Winner: Seakeeper 3
- Electrical Systems: Winner: JL Marine Systems, Power-Pole Charge
- Outboard Engines: Dual Winners: Suzuki DF350A and Yamaha F25C
- Dealer Hardware and Software: Winner: Gemeco Marine Accessories, TDT1000 Transducer Diagnostic Tester
- Propulsion Parts, Propellers: Winner: BRP US Inc., Evinrude iDock; Honorable Mention: PowerTech! Propellers, CushionLok2
- OEM Electronics: Dual Winners: JL Marine Systems, Power-Pole VISION and Lumitec, Power Line Instruction Technology
- Trailers and Accessories: Winner: Gatorbak Premium Clear Bunk Covers
- Safety Equipment: Winner: Vesper Marine, Deck-Watch App

The panel of judges for the 2017 IBEX Awards included:

- Alan Wendt (Chair): Past President of BWI and con-

tributing writer for *Lakeland Boating* and *Southern Boating*.

- Zuzana Prochaska (Co-Chair): Writer and photographer who freelances for over a dozen boating and travel magazines; founder of Zescapes.com, a charter and flotilla organizer.
- Charlie Levine: Editor and publisher of FishTrack.com and Buoyweather.com, which provides weather, fishing charts and a database of articles for offshore anglers and mariners.
- Brady Kay: Executive editor of *Pontoon & Deck Boat*, *Houseboat* and *Great Lakes Boating* magazines and earlier served as an Innovation Judge.
- Craig Ritchie: Boat tester and writer of industry trade content for publications in the U.S., Canada, Australia and *International Boat Industry* (worldwide).
- Nigel Calder: Author of boat mechanical, electrical and diesel engine manuals and a Cuba Cruising Guide; technical contributor and editor for various boating magazines.
- Ben Ellison: Editor of Panbo, The Marine Electronics Hub, he has been a sailor, power boater, do-it-yourselfer and boat product tester since the 70's.
- Melissa Wood: Former associate editor for *Professional Boat-Builder* magazine and an editor for national trade magazines covering commercial fishing and seafood.

Old Sails for Hurricane Relief

An effort by an industry firm is focused on collecting unused sails for Caribbean hurricane relief.

Old sails can help give a family shelter from the sun and rain as well as collect rain for fresh water. Send them to: East of the Mississippi (Bio Brands, 602 Union Landing Rd., Building #3., Cinnaminson, NJ 08077); West of the Mississippi (Gibco Flexmold, 6657 East Peden Rd., Fort Worth TX 76179).

Direct questions to J.B. Currell, jb@biobrand.net.

Boating Writers' Resources

ABYC Adds Standards, Sets Training Dates

The American Boat and Yacht Council (ABYC) has published its 57th supplement of "Standards and Technical Information Report for Small Craft" which covers all major boat systems and provides building and repair guidelines. Standards are updated to reflect changes in industry best practices and advancements in technology. Three new publications cover Electrical Propulsion Systems, Outboard Engine Mounting and Sewage Systems. Upcoming ABYC training seminars are set for Annapolis, MD (October 25), Portland, ME, Providence, RI, Port Jefferson, NY (November 28, 29 and 30, respectively) and at the Toronto Boat Show (January 23-25). ABYC is offering complimentary registration to BWI members interested in attending a seminar. Contact Shannon Aronson, saronson@abycinc.org for details.

Social Media Tips on Grow Boating Site

Grow Boating has added a new social media implementation section to its industry resource center on GrowBoating.org. Offered there are helpful tips and best practices for posting content on social media channels. Links provide the basics on:

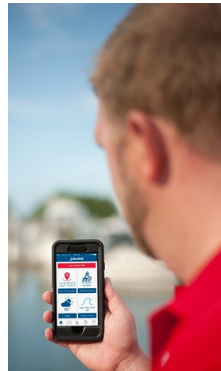
- What & When to Post on Facebook
- Lead Generation Ads, Website Traffic & Sign-up Buttons
- What & When to Post on Instagram
- Instagram Best Practices & Tools

- Twitter Basics & Best Practices.

Details at <https://www.growboating.org/toolkit/pr/socialmedia.aspx>.

BoatUS App Adds Hurricane Alerts

In addition to helping any recreational boater call for a tow or soft ungrounding; get tide, weather, and marine conditions; or share locations with others, the new BoatUS App offers a hurricane-alert feature just in time for peak storm season. "Download the new app, sign up for a free account and you'll automatically be notified with detailed



storm information each time NOAA begins tracking one headed your way," said BoatUS

Digital Innovation Manager Mike Vatalaro. "As the storm nears, you'll get more frequent updates, or you can choose to silence them." To download the free updated app, go to www.BoatUS.com/app.

Boat Study Shows Participant Demos

An estimated 142 million Americans (adults and children under the age of 18) went boating in 2016 – 36 percent of U.S. households – according to the 2016 Recrea-

tional Boating Participation Study, released recently by NMMA, Recreational Boating and Fishing Foundation (RBFF) and Discover Boating. Of the 142 million individuals, 17 million individuals were first-time participants, and half of these first-time participants were children. A few key takeaways:

- Active boaters are economically diverse. The majority (62 percent) have household incomes under \$100,000 per year.
- There is a strong connection between fishing and boating: 83 percent of active anglers were active boaters.
- The median age of a first-time boating experience was 12; those boating as children were more likely to remain active boaters.

To access the report, contact Stephanie Vatalaro, svatalaro@rbff.org.

Wake Responsibly Is Campaign Push

In an effort to proactively educate drivers on courteous boating behavior, the World Wake Association is promoting the Water Sports Industry Association's Wake Responsibly campaign to help minimize conflicts on waterways between homeowners and towed water sports participants. The initiative is part of the WSIA's waterway protection efforts focused on promoting best practices, maintaining waterway access rights, educating participants, and promoting safety. Details at www.wsia.net/www-promoting-wake-responsibly-campaign/.

JULY
2016-2017

STANDARDS AND
TECHNICAL INFORMATION REPORTS
FOR SMALL CRAFT



Supporting Member News

West Joins In Leukemia Funding

West Marine will again partner with The Leukemia & Lymphoma Society (LLS) to raise funds throughout October. Customers donate by

purchasing a paper sailboat they can add their name to and display in the store where the donation was made. A similar program last September raised over \$44,000. It's held in conjunction with the Leukemia Cup Regatta, a series of sailing events held at yacht clubs across North America. Gary Jobson, chairman of the Regatta, is a lymphoma survivor. "The support of West Marine and the sailing community has been vital towards enabling LLS to help more patients and their families who are on the front lines of the cancer battle." Contact Margo Donohue, press@westmarine.com.

Volvo Repowers Research Vessel

Panama-based Smithsonian Tropical Research Institution (STRI) recently repowered their 11-year-old launch *Morpho*, selecting a triple Volvo Penta diesel stern-drive rig for the boat. The 48 foot *Morpho* makes daily runs for scientists and visitors between the STRI laboratory facility in Gamboa and the Barro Colorado Island nature sanctuary in the Panama Canal waterway. The boat was

repowered with three D6 330-horsepower diesel Aquamatic engines with DPH Duoprop drives. The replacements were smaller than the engines they replaced, giving more room around the engine compartment for easier access and maintenance and provided a boost in performance and fuel economy, providing cruising speeds of 38 to 39 knots, up from 23 knots with the old package. Contact Christine Carlson, christine.carlson@volvo.com.

Sea Tow & ACR Safety Reminders

ACR Electronics and Sea Tow International are reminding boaters that Labor Day ends summer, but does not end boating safety efforts. They have partnered to enhance Sea Tow's radio check program by adding



messages such as, "beacon owners please test your beacon every couple of months." Radio check messages will also soon be airing in Spanish. Details at <https://www.seatow.com/arc>. Contact Nichole Kalil, nichole.kalil@acrartex.com.

Xantrex Adds Four To Inverter Series

Xantrex has expanded its Freedom series with the

launch of four new models. The new series called Freedom X marks the ongoing evolution of the inverters first launched in 1992. "The Freedom Marine, Freedom HF/HFS and Freedom SW inverter/chargers set benchmarks in the industry and have been installed in thousands of boats," said Richard Gaudet, vice president. The new models – 2 inverters and 2 inverters with built-in charger – offer extended surge for motor loads, quick transition from shore to battery, wiring bay with quick connect AC terminals for fast & easy wiring and onboard LED display. Contact Mitul Chandrani, mitul.chandrani@schneider-electric.com.

Freedom Launches Franchise Website

Freedom Boat Club, the national boat club, with 16,000 members in 23 states and Canada, has just launched an updated website expressly for its franchise business, at [www.Freedom Boat Club-Franchise.com](http://www.FreedomBoatClub-Franchise.com). According to President and CEO John Giglio, aggressive domestic growth and a focus on international development prompted the major website investment. The new site adds a Learning Center blog, maps showing available franchise markets, a Spanish language page, a testimonial page with videos, new imagery, and improved media center. Contact Wanda Kenton Smith, wanda@freedomboatclub.com.

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Calendar & Events



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Annapolis Shows Holding Press Events

The Annapolis Boat Shows are inviting media to opening day pre-show events for breakfast, an advance look at new and premiering boats and products and show highlights. Date for the U.S. Sailboat Show is October 5; for the U.S. Powerboat Show October 12; both at 8:30 - 9:30 a.m. Both previews will be held at the Red Carpet VIP Lounge on Boat Show Docks; enter at Yacht Basin Gate, 80 Compromise St. Details at www.annapolisboatshows.com/media/; RSVP to Heather Ford, Heather-Ford2@gmail.com.

Salty Dawg Sets Great Lakes Cruise

The nonprofit Salty Dawg™ Sailing Association (SDSA) has announced plans for an inaugural cruising rally from the Great Lakes to Hampton, VA.

The new rally is specifically designed to help sailors from the Great Lakes cruise-in-company from Toronto on October 9, through the Erie Canal, down the Hudson River and along the East Coast to the southern end of the Chesapeake Bay in time to join the activities for the annual Salty Dawg Fall Rally to the Caribbean. Go to www.saltydawgsailing.org/. Contact Hank George, hank@saltydawgsailing.org.

Brunswick CEO To Open METS Show

Mark D. Schwabero, chairman and chief executive of Brunswick Corp., will open the 30th METS Trade Show on November 14 in Amsterdam with a keynote speech on global trends and opportunities in the marine equipment world. He became president of Mercury Marine in 2008,

moved to Brunswick as president and chief operating officer in 2014 and became chair and CEO in 2016. Information at www.metstrade.com.

Ladies Fishing Florida Keys University

“Ladies, Let’s Go Fishing!” Keys saltwater fishing university, October 20-22 at Tavernier, FL. Registration, available online, includes two networking receptions, classes, hands-on skill practice, door prizes and gifts. Men and teens welcome. No equipment or experience is required. Optional fishing charters are on Friday and Sunday out of Islamorada. Contact Betty Bauman, info@ladiesletsgofishing.com; www.ladiesletsgofishing.com.

Florida Writer Wanted

Avid, experienced boater, reporter and writer wanted by **BoatU.S. Magazine** to cover the Florida boating scene – power, fishing, sail – to provide researched news stories on important events, news, and issues of concern. Send Editorial Director Bernadette Bernon a resume, and a letter saying why you’d be right for the task.

BBernon@BoatUS.com

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. Supporting members are usually manufacturers or ad agencies.