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Miami Here We Come

It's growing close, fellow boating writers – the Miami show is just around the corner. As I've mentioned in previous columns, this show's importance can't be oversold and if you haven't yet decided whether or not to attend, let me try to push you over the edge.

First, consider the networking opportunities. A huge proportion of the editors, freelancers, publishers, and manufacturers we all work with will be in the same place, at the same time. You can't walk 100 feet down a dock without bumping into a potential client or customer.

Meanwhile, you can see the latest and greatest the marine industry has to offer. It's no secret that this is where the biggest introductions of the year take place, and Thursday is usually jam-packed with press conferences and new model intros. For the "yacht media crowd," the newly-named Miami Yacht Show runs concurrently presenting its dazzling wares on Miami Beach.

All of that cool stuff happens immediately following our annual BWI meeting, which once again will take place out on the floating



Last year awardees **John Burnham (l.)** and **Lenny Rudow (r.)** with sponsor **Scott Croft of BoatUS.**

docks in front of the stadium from 8:00 to 9:30 Thursday morning, prior to the show's start. (Don't forget that the water taxis won't be running that early, so attendees need to either Uber, taxi, or drive in; see more details on page 3). Our colleagues from the Marine Marketers Association will join us to recognize their star performers with the Neptune Awards.

This meeting is, of course, where the winners of the writing contest are presented their awards and members are brought up to date by the board (including Greg Proteau's epic and much-bally-hooded financial report). This year there's an added attraction, which we hope will bring even more members in to attend the meeting: prizes and giveaways.

Several boating accessory manufacturers, marine organizations, and industry players have said they'd like to donate prizes that any BWI member can win, just for showing up at the meeting. So far there's a healthy list (we're wondering

how we can give them away quickly enough to stay within the meeting's time constraints) and several of the items, gift cards, or services being given away have a retail value that ranges up into the hundreds of dollars. Wow!

We're hoping this little added incentive will help draw more members to the meeting, because we want as many of you to attend as possible. We want you all to participate with the organization, and we want to hear from you as we move forward into 2018. We hope that floating dock is so loaded up with boating writers that it lists. And, we're hoping that the 2018 Miami show and our annual meeting will be more useful – and fun – for you than ever before.

You can reach me at ultangler@aol.com.

Lenny Rudow
BWI President

Writing Contest Entries Counted

Contest Categories & Sponsors

- Boating Columns** – sponsored by KVH Industries, Inc.
Boating Lifestyles – sponsored by Discover Boating
Boating Profiles – sponsored by ZF Marine
Boating Travel or Destinations – sponsorship open
Boating Adventures – sponsored by Yamaha Marine
Boat/Engine Care and Maintenance – sponsored by Pettit Paint
Boating Photography – sponsored by Freedom Boat Club
Environmental Awareness & Education – sponsored by Torqeedo Inc.
Fishing – sponsored by Suzuki Motor Corporation
Boating Issues, News and Analysis – sponsored by Mercury Marine
The Business of Boating – sponsored by Home Port Global
Seamanship, Rescue & Safety – sponsored by Sea Tow Services International
Technical Writing – sponsored by Dometic Marine
Boat Tests & Reviews – sponsored by Volvo Penta
Gear, Electronics & Product Tests – sponsored by Xantrex/Schneider Electric
Boat Projects, Renovations & Retrofits – sponsored by Pettit Paint
Boating Videos – sponsored by Boat Owners Assn. of the U.S.

All 17 categories in the 2017 BWI Writing Contest were valid (requiring at least 10 entries) this year. Top categories were Seamanship and Travel while lowest was Boating Issues, News & Analysis. Overall final count is 277 entries by 126 entrants compared with 378 entries by 152 entrants, respectively, last year.

First- to third-place scorers will receive cash awards of \$500, \$300 and \$200, respectively, Thursday February 15 during the Annual Meeting in Miami. Certificates of Merit will also be announced in the press release issued in concert with the ceremony.

Categories and entry numbers are as follow:
 Boat Projects, Renovations & Retrofits 15
 Boat Tests & Reviews 18
 Boat/Engine Care and Maint-



enance 12
 Boating Adventures 18
 Boating Columns 19
 Boating Issues 11
 Boating Lifestyles 13
 Boating Photography 13
 Boating Profiles 18
 Boating Travel or Destinations 19
 Boating Videos 17
 Business of Boating 13
 Environmental Awareness & Education 12
 Fishing 22
 Gear, Electronics & Product Tests 15
 Seamanship, Rescue and Safety 26
 Technical Writing 16
 Cash awardees will be advised by email shortly that they “won something” and invited to retrieve it. Sponsors, noted nearby, will be invited as well to hand out the awards. Merit Certificates will be mailed after the Miami Show.

Innovations Added in Minneapolis

NMMA and BWI expanded the Innovation Award program to the early-January Minneapolis Boat Show for the first time this year to recognize three primarily freshwater products. “We’re pleased to have launched the concept of the popular Innovation Awards here at the Minneapolis show

for these fast-growing segments of the marine industry. The changes that are happening with these boats are a testament to the innovation and ease-of-use that has become pervasive in our business,” said Zuzana Prochazka, Innovation Award Chair. Prochazka was joined by two other BWI members to judge the entries: Alan Wendt and Brady Kay.

This year’s program evaluated 14 products across three categories featuring an outstanding pool of entries. The judges ultimately selected three winners.

- Aluminum Fishing Boats: Impact XS, Lund Boats
 - Fiberglass Fishing Boats: WX2060, Skeeter Boats
 - Pontoon Boats: L-Class, Barletta Boats.
- Said Darren Envall, Show Manager, “Fishing boats and pontoons have a strong presence in this marketplace and the Minneapolis Boat Show is the best place to see the latest technology and innovation in these categories year after year.” For questions on the Minneapolis Awards contact Rachel Harmon, rharmon@nmma.org.

**Lund Boats’
Impact XS**



BWI Meet at Miami Show - Thursday

BWI's Annual Meeting and Writing Contest Awards breakfast event will be Thursday February 15, opening day of the Miami Boat Show. Joining in the mix of events will be presentation of the Marine Marketers of America's Neptune Awards. Timing will remain the same, from 8 to 9:30 a.m. Location is the same as last year, but the name of the venue has been changed to The Peroni Lounge, on Pier 4 directly in front of the center of the Marine Stadium. Those planning to attend should take a cab or Uber or arrange to park on-site at the show. Buses and water taxis don't run until 9 a.m., an hour before show opens.

Media check-in will be located in the Registration area

(there will be a dedicated lane marked with 'Media Check-in' signage) and will be operational at 7 a.m., according to show staff. The check-in process remains the same. Remember to bring an ID, and business card and/or BWI member card. Advance registration is available at <http://www.miamiboatshow.com/mediacenter/badge>.

Marking its third year at Virginia Key, MIBS will incorporate Strictly Sail Miami, bringing more boats, yachts and accessories to one location on-land and in-water. The 77th edition of the event runs February 15 (Premiere Day) to 19 at Miami Marine Stadium Park & Basin. Expected to attract 100,000 boating enthusiasts, more than 1,400 boats will be in-



water and on-land at the site.

The Industry and Innovation Breakfast is Friday. Tickets (\$35) are required as are show credentials/badge (trade/media/exhibitor). Given the pre-show start time, attendees must drive to the show or take a taxi/Uber. The breakfast opens at 7:30 a.m. with the program beginning at 8 a.m. Link to tickets: <https://secure.interactiveticketing.com/1.22/a85c95/?promo=IB2018##/select>.

Miami Yacht Show Rebrands for 2018

The in-water luxury yacht exhibition during Miami's annual boat show week each



MIAMI
YACHT SHOW

February has received a new name and look. Formerly Yachts Miami Beach, the annual event is being rebranded as the Miami Yacht Show on Collins Avenue. Set to take place from February 15-19 in Miami Beach along Collins Avenue across from the Fontainebleau and Eden Roc hotels, the show, now entering its 30th year, attracts a global audience to a display including more than 500 new and brokerage yachts and a wide array of the latest marine

technology and accessories.

Spanning more than a mile along the Indian Creek Waterway from 41st Street to 54th Street, the yacht show covers more than 1.2 million square feet of space. In addition to the display of yachts and accessories, the show features floating cocktail and VIP lounges, food and live musical entertainment.

"We are excited to welcome guests, exhibitors and sponsors to an event that has been elevated on many

fronts," said Mary Bender, vice president of marketing for Informa, the

show's manager and producer and is co-owner with the International Yacht Brokers Association

Media registration is at <https://www.miamiyachtshow.com/en/media.html>. Media contacts are Danny Grant, dgrant@piersongrant.com, Marielle Sologuren, msologuren@piersonsongrant.com, and Carlos Goycochea (en Espanol), cgoycochea@piersongrant.com.

Calendar & Events

BWI OFFICERS

President

Lenny Rudow ('17)
ultangler@gmail.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



Send Media Events To BWI Before Shows

BWI collects and distributes media event information to members just before the Miami shows open. Though the list is not comprehensive, it does present an opportunity for Supporting and Associate members to get their events in the hands of BWI members who can then better plan their attack during the shows. If you are holding a media conference or new product or service introduction, send details of the what, where and when by February 9 for inclusion. Send to info@bwi.org.

When scheduling events, BWI kindly requests planners to avoid an overlap with its Annual Meeting and Writing Contest Awards Presentation which will be held on Thursday morning from 8 to 10 a.m. To check on other press events being scheduled, contact the media relations staff at the Miami International & Strictly Sail and Miami Yacht shows.

Fly Fish Expo Runs February 9 - 10

The 2018 Florida Fly Fishing Expo in Crystal River, Feb-



ruary 9 – 10, has scheduled legendary Florida Keys guide Steve Huff to share secrets for catching giant permit, tarpon, snook and other trophy gamefish on a fly rod. More than 20 expert-led seminars and new fly fishing product displays will be at Plantation on Crystal River where admission is \$25. The Expo is put on annually by the Florida Council of Fly Fishers International. More information at www.ffi-florida.org. Contact Bill AuCoin, wmaucoin@verizon.net.

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Ladies Fishing On Gulf Coast

The nonprofit Ladies, Let's Go Fishing Foundation holds the Gulf Coast Freshwater Fishing University February 10 at Bass Pro Shops in Fort Myers, FL. Women, men and teens can learn and practice

fishing at several hands-on skill stations, then fish from land. Registration includes classes, equipment, hands on practice, lunch and fishing. No experience or equipment is necessary. Contact Betty Bauman, info@ladieslets_gofishing.com; details at www.ladieslets_gofishing.com.



Active Members

Simon Murray,
Managing Editor, Essex, CT

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Jamestown, RI

Kelley Sanford,
Managing Editor,
Winter Park, FL

Susan Shingledecker,
Freelance Writer,
Annapolis, MD

Kate Livie, Managing Editor,
Annapolis. MD

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.