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Anticipating FLIBS, Plus ...

We know there are many marine events and shows occurring around the U.S. – and indeed the globe – this fall season, and a few “big ones” have just concluded or are soon to come. Yet the epicenter of this activity, most would agree, is the upcoming Fort Lauderdale International Boat Show opening late this month.

Known, generally affectionately as FLIBS, a number of BWI members make tracks there to take in what's new especially from the international yachting and yacht building perspective. The producers of the show, Informa, and owners, Marine Industries Association of South Florida, continue making improvements to the event. This year you'll see a new entrance, and for media a new press center and Tuesday evening welcoming event (see details page 2).

BWI will have an informal member breakfast gathering hosted again this year on Thursday November 1 by ZF Marine. ZF's Martin Meissner suggests, “Get into the show while things are still quiet, enjoy a great breakfast, and then hit the docks ready for your day.” Breakfast runs from 8:30 to 9:30 a.m. at the



Enjoying breakfast before last year's FLIBS are (l. to r.) Lenny Rudow, Matt Rissel, Kim Koditek, and host Martin Meissner of ZF Marine.

ZF booth – 1042, right beside the Engine Tent and just inside the South Gate entrance to the show at Bahia Mar. RSVP to Meissner, martin.meissner@zf.com.

Colleagues at the Marine Marketers of America also stage a meeting and educational event during the lunch hour on Thursday. This year the topic digs into “CX,” shorthand for the consumer experience, and how those who are improving it are doing so. Everybody intersects with boating consumers in their work, whether they are writing about the experience or providing the goods and services. (See page 2).

Many other media gatherings are planned during FLIBS. BWI will send out an email events list just before the show. Those involved in hosting or organizing these gatherings should send details to info@bwi.org and to the show publicists at Pierson Grant to be included.

Two Timely Reminders

Applications for the BWI Scholarship Fund which will honor undergraduate college students who demonstrate a passion for the field of boating media will be accepted through November 30, 2018. Details and a link to the submission form are on page 6 in this issue.

BWI's Annual Writing Contest will open for submissions in November, so members should start stockpiling entries published this calendar year. There will be openings for category sponsorships; those interested can get details by contacting me or sending an email to info@bwi.org.

You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

FLIBS Has New Plans for Media

Producers of the 59th annual Fort Lauderdale International Boat Show (FLIBS) are making a variety of enhancements to form and function to offer a fresh approach to navigating the show taking place October 31 to November 4. A noteworthy change is the redesign and repositioning of the main entrance several hundred yards to the north end of the Bahia Mar Hotel. The newly designed entrance will feature a plaza-like configuration and expected to improve access for attendees and exhibitors.

The FLIBS Media Center will move to a new location at 1 Hall of Fame Drive, just outside the boat show and immediately north of the show's new main entrance. The new layout can be seen in this link to a map (www.flibs.com/en/attend/plan-visit/maps.html) with the media center identified as #33.

Credential Registration: Complimentary credentials will

FL FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW



be available to active members of the media on assignment to cover the show editorially. The link to register is www.compustystems.com/servlet/ar?evt_uid=108&site=MEDIA.

Media Welcome Event: The traditional Media Briefing & Breakfast, which took place on the opening morning of the show, is replaced with an evening cocktail reception on Tuesday, October 30, the evening before opening day, beginning at 6:30 at the Bahia Mar Resort and Yachting Center Pool Deck. Parking located at Pier Sixty-Six Hotel & Marina with shuttle service to and from Bahia Mar. Shut-

tles begin at 5:30 p.m. and run until 10:30 p.m. There is no parking available at Bahia Mar. Schedule of Media

Events: To view the schedule of events to which media are invited (or to post an exhibitor event) go to www.flibs.com/en/media/media-special-events.html. Contact event hosts directly with any questions.

This year's event show is expected to feature more than 1,500 boats on display, more than 1,200 exhibitors, 3 million square feet of exhibition space, and 6 miles of floating yachts, according to the show's website. More than 110,000 visitors from all over the world are expected to attend, viewing boats that range in size from skiffs to superyachts.

For media needing assistance contact Daniel Grant, dgrant@piersongrant.com, or Marielle Sologuren, mso-loguren@piersongrant.com.

Consumer Experience Top Concern

"Why CX Should Be Your Marketing RX" is the presentation planned by the Marine Marketers of America (MMA) during its annual meeting

and luncheon at FLIBS on November 1. The event, including buffet lunch, takes place at the Bahia Mar Resort at the show from noon to 1:30 p.m. More details and registration



Marine Marketers
of America

is at <https://marinemarketersofamerica.org/>.

Major marketing organizations have identified CX as the single most important marketing priority in 2018. Everyone in boating that interacts with consumers has a role in making the experience a success. Panelists who are in key roles in this process will offer proven strategies and best practices from their work in retailing, manufacturing, organization management

and media.

Those panelists are: Matt Gruhn, president, Marine Retailers Association of the Americas; Margriet Mitchell, director of marketing, Jeanneau America; Amanda Ward, campaign and web content manager, MarineMax; Lee Sanderlin director of digital marketing and web, NMMA; and Wanda Kenton Smith, panel facilitator, president Kenton Smith Marketing and president MMA.

Trade & Media Salute Innovations

IBEX

The 2018 International BoatBuilders' Exhibition & Conference (IBEX) Innovation Awards were presented October 2 following scrutiny by eight BWI judges with various technical backgrounds in boating. Said Alan Wendt, chair of the judging panel. "From solving simple issues with canvas, to more complex engineering challenges with hardware and composites, there is ample evidence of innovation underway in a thriving industry." Other BWI members serving as judges were Zuzana Prochazka (co-chair), Capt. Sergio Atanes, Phil Gutowski, Glenn Hayes, Heather Maxwell, Craig Ritchie and Ben Stein.

BWI Supporting members recognized were:

- Boat Care and Maintenance: Awlgrip Quick Build
- OEM Electronics: Raymarine, Axiom ClearCruise; Honorable Mention: Suzuki Motor, Multi-Function Gauge
- Outboard Engines: Yamaha Motor Corporation, V8 XTO
- Propulsion Parts, Propellers: Mercury Marine, Tiller Handle Assembly for OI/BS

To see the complete list of winners go to www.nmma.org/press/article/22262.

NMEA's Expo

Ten manufacturers took home awards across 17 categories in the annual National Marine Electronics Association (NMEA) Product of Excellence Awards. Presentations were made at the combined NMEA and RTCM (Radio Technical Commission

for Maritime Services) Marine Electronics Conference & Expo, held in late September.

NMEA members selected the Product of Excellence Award winners through an online voting process and at the Conference & Expo. Said Mark Reedenauer, NMEA President & Executive Director, "We saw a 25% increase in vetted votes this year, which means more members are engaging and taking part in their industry."

BWI Supporting members receiving awards included:

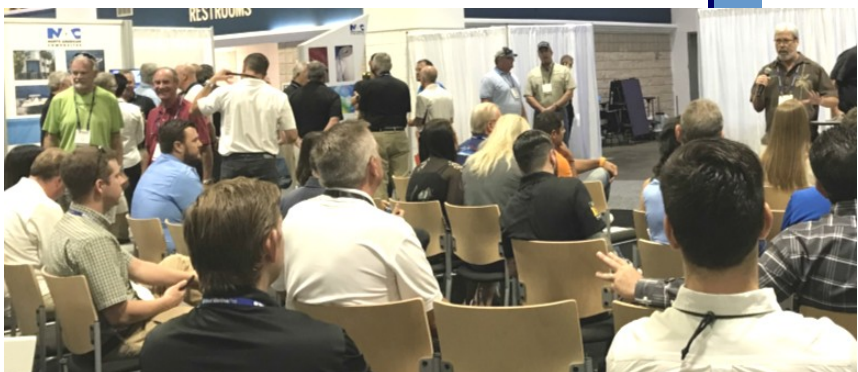
- Radar: Furuno DRS4DNXT
- Fish Finder: Furuno DFF3D
- Satellite Communications Antenna: KVH TracPhone V7
- Commercial: Furuno FAR2127 IMO Radar
- Satellite TV Antenna: KVH TracVision TV3 with HUBA+
- AIS: Furuno FA170 Class A
- NMEA 2000® Sensor: Furuno SC33
- Marine Camera: FLIR M625CS

The NMEA Technology Award was presented to Garmin's Panoptix LiveScope. The annual award recognizes benefit to boaters, practicality and value. Judges included two NMEA Certified Marine Electronics Technicians along with *Sport Fishing* executive editor Chris Woodward and *Marine Electronics Journal* editor Jim Fullilove.

All award recipients are posted at [www.nmea.org/Assets/nmea-names-2018-award-winners%20\(002\).pdf](http://www.nmea.org/Assets/nmea-names-2018-award-winners%20(002).pdf).

Freedom Boat Club "Most Innovative"

Soundings Trade Only named Freedom Boat Club the winner of its Top 10 Most Innovative Marine Companies awards during IBEX. The Venice, FL-based firm has an international network of 171



In addition to IBEX Innovation Awards, other notable products were presented at the "Pitch the Press" session emceed by BWI President Alan Jones (far right). Photo: Jordan Balbresky.

boat clubs. It was chosen among 54 companies that entered the magazine's first annual awards.

"We chose Freedom for several reasons," editor-in-chief Michael Verdon said. "It had a business model that disrupted the industry in a good way and reached an audience of people who had given up their boats because of time or money. It also brought in people who would never have gotten on the water in the first place." The other nine winning companies will be announced in the magazine's November issue. More at www.tradeonlytoday.com/industry-news/ibex-2018-soundings-trade-only-announces-winner-of-its-top-10-most-innovative-marine-companies-awards.



Freedom Boat Club executives (from left) Louis Chemi, John Giglio and Barry Slade receive STO Award. Photo Soundings Trade Only.

New Data Show Boating's Punch

Updated statistics from the Outdoor Recreation Satellite Account (ORSA) released in mid-September by the U.S. Department of Commerce's Bureau of Economic Analysis (BEA) show that the outdoor recreation economy accounted for 2.2 percent (\$412 billion) of current-

Outdoor Recreation by Activity

In the ORSA data, gross output — principally a measure of sales or receipts associated with the outdoor recreation economy — is presented both by industry and by outdoor recreation activity. Outdoor recreation activities fall into three general categories: conventional core activities (including activities such as bicycling, boating, hiking, and hunting); other core activities (such as gardening and outdoor concerts); and supporting activities (including construction, travel and tourism, local trips, and government expenditures).

In 2016, conventional outdoor recreation accounted for 32.7 percent of real outdoor recreation gross output, other recreation accounted for 19.3 percent, and supporting activities accounted for the remaining 47.9 percent.

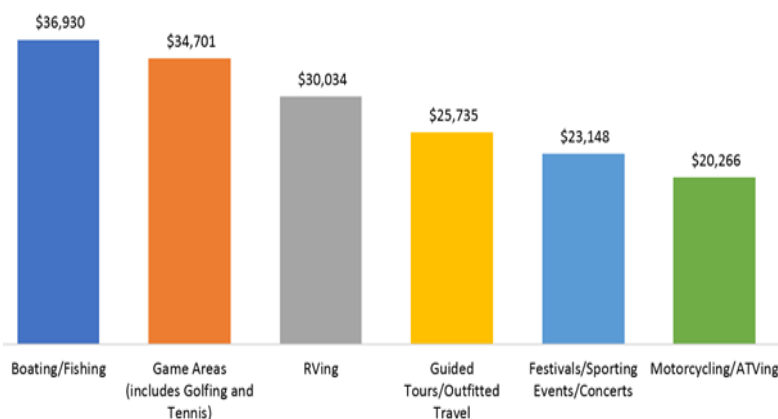
- Boating/Fishing was the largest core outdoor rec-

reation activity in 2016, accounting for \$36.9 billion of real gross output.

- Motorcycling/ATVing activities accounted for \$20.3 billion of real gross output in 2016, representing one of the fastest-growing activities at 8.0 percent growth from the previous year.
- Multi-use Apparel and Accessories, such as backpacks and bug spray, that cannot be linked to a specific activity accounted for 12.2 percent, or \$89.3 billion, of real gross output in 2016.

BoatUS and NMMA issued commentary on the importance of the new data which can be accessed at <http://www.nmma.org/press/article/22241> and <https://www.boatus.com/pressroom/release.asp?id=1443>, respectively. A release with link to the complete report from BEA can be found here www.bea.gov/news/2018/outdoor-recreation-satellite-account-updated-statistics-2012-2016; media inquiries can be directed to Jeannine Aversa, jeannine.aversa@bea.gov.

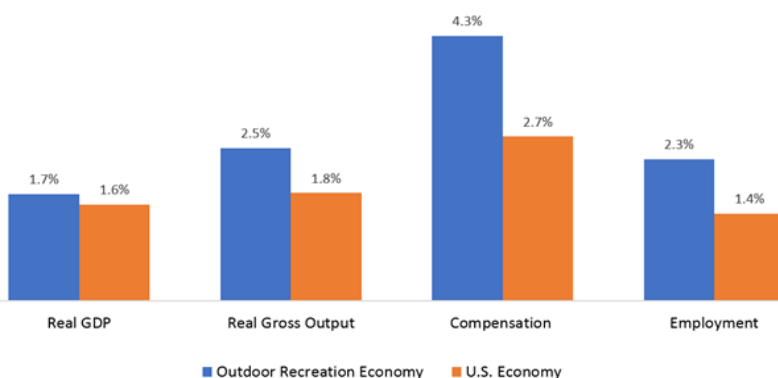
Real Gross Output for the Largest Core Outdoor Recreation Activities, 2016
(Millions of chained 2012 U.S. dollars)



dollar GDP in 2016 (latest data available). This translates to 4.5 million jobs with compensation of \$214 billion in the same year. Of interest is that outdoor recreation's contribution to GDP is greater than farming, mining or public utilities, and is comparable to broadcasting/telecommunications.

In data produced for the first time, using inflation-adjusted (real) GDP, the outdoor recreation economy grew 1.7 percent in 2016, faster than the 1.6 percent growth for the overall U.S. economy. In addition, real gross output, compensation, and employment all grew faster in outdoor recreation than in the overall economy in 2016.

Growth in Outdoor Recreation Compared to Growth in the U.S. Economy, 2015-2016



Supporting Member News

Dammrich To Retire, Enters Hall of Fame

NMMA presented its 2018 Hall of Fame Award during the IBEX show to president Thom Dammrich who has served nearly 20 years at the helm of the organization. It was also announced that Dammrich will retire in September, 2019 with a successor to start next July following a search scheduled to begin next



year. "Thom's leadership at NMMA has helped the industry navigate economic, market and social challenges. He has been the voice both across our industry and outside of it, bringing together a fragmented industry at a critical time," noted Mark Schwabero, chairman and CEO of Brunswick Corporation. "We should not forget his role in facilitating improved product safety and customer satisfaction through industry and dealer certification efforts." See more at www.nmma.org/press/article/22255.

U.S. Sportfishing Econ Impact Grows

Recreational angling remains one of the largest outdoor activities in the nation as well as an important contributor to the U.S. economy, according to the "2016 National Survey of Fishing, Hunting and Wildlife-Associated Recreation." America's anglers generate nearly \$50 billion in

retail sales with a \$125 billion impact on the nation's economy creating employment for 800,000 people. The survey is conducted by the U.S. Fish and Wildlife Service and released every five years providing a "snapshot in time" of recreational fishing in the country. Results are summarized in "Sportfishing in America," produced for the American Sportfishing Association. To view the report, go to <https://asafishing.org/wp-content/uploads/Sportfishing-in-America-8-2018.pdf>.

More Schools Offer ABYC Service Course

The American Boat & Yacht Council (ABYC) reports that in September four schools have enrolled in the "Fundamentals of Marine Service Technology" curriculum program. It helps secondary and post-secondary schools easily implement standards based marine service curriculum. Said Ed Sherman, ABYC education director, "This should be good news to all concerned about the workforce crisis as schools are better prepared to train future applicants." Industry support is being requested to encourage more community schools to participate. For details see www.abycinc.org/marine-service. Contact Shannon Aronson, saronsonson@abycinc.org.

ACR Upgrades In-House Production

Committed to design and manufacture its own life-saving distress beacons and

survival equipment, ACR Electronics has upgraded its in-house manufacturing. The marine, outdoor and aviation safety and survival specialist made a significant investment in a new Surface Mount Technology line at its Florida headquarters. The integration of the latest equipment ensures that ACR can maintain precise and superior quality control, efficient process management, rapid response to market and customer demand, and design products without relying on third-party manufacturers. Contact Mikele D'Arcangelo, Mikele.Darcangelo@acrartex.com.

Volvo Penta Equips Yacht Sans Wheel

The new Schaefer 580 motor yacht that has no steering wheel at the helm station, only a Volvo Penta joystick, making its debut at the recent Rio Boat Show. Said Ron Huibers, president of Volvo Penta, "We were the first to introduce IPS and the first to offer joystick for docking and driving. Wheel-free joystick-only steering with IPS is the next logical step in our Easy Boating strategy to harness new technical solutions to make it easier for owners to operate their boats and enjoy the experience of being on the water." Contact Christine Carlson, christine.carlson@volvo.com.



Look Ma, no wheel, courtesy of Volvo Penta IPS system and joystick.

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Calendar & Events

ABYC Law Seminar Invites BWI Members

The American Boat & Yacht Council's third annual Marine Law Symposium is set for January 8, 2019 in Seattle, and is inviting three BWI members to attend with registration and room fees covered. Two fatal boating accidents and the lawsuits that followed will be reviewed plus a Mock Deposition; tips to become an Expert Witness; tools and resources used to effectively research a case; and role of law enforcement in proceedings. Contact Shannon Aronson, saronson@abycinc.org.

on, what's open and what's up for the season ahead. For more information and to register, visit www.vipca.org. Contact Carol Bareuther, bareuther@earthlink.net.



Charter docks in the U.S. Virgin Islands.
Photo: Phil Blake.



Scholarship Program Applications & Donations Sought

BWI's Scholarship Fund was established to honor undergraduate college students who demonstrate a passion for the field of boating media and have a career goal to pursue this field. Candidates include deserving college students interested in pursuing a career in boating journalism, photography, video, broadcasting, film or art. Application deadline is November 30, 2018; download at <http://www.bwi.org/downloads/scholarship/BWI-Scholarship-App-19.pdf>.

The Scholarship Fund is actively seeking donations. It's been approved by the IRS, meaning qualified donations will be tax deductible. Corporate/BWI Supporting Member contributions are welcome as are donations of any size from all who wish to support this cause and help educate the next generation of boating writers. Donations can be made by mailing a check to the BWI Scholarship Fund, 4599 Deep River Place, Jacksonville, FL 32224. Questions or comments can be sent to Robert Beringer at robertberinger@yahoo.com.

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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 marine organizations.