

Inside this issue:

Writing & Imaging Contest Opens	2
Director Election Info	
Pix from FLIBS	3
Ethanol Battle Intensifies in DC	4
Scholarship Application Deadline	
Active Member News	5
Calendar & Events	6
New Members	

Fabulous FLIBS, Except for ...

One of the highlights of the year for me is the Fort Lauderdale International Boat Show. It's a target-rich environment for those of us who cover all aspects of boating; it's like one-stop story shopping on a grand scale. This year I was especially excited to see what was in store for the writers, given our royal treatment last year with catered breakfasts and lunches at the Bahia Mar. I knew there was a different setup this year, but I wasn't ready for what awaited me at the "Media Center."

Usually, when I run into members of the press at the show, the first topic of conversation is, "What new and exciting things have you seen so far?" This year, the first thing out of everyone's mouth was, "Have you seen the Media Center?" I was shocked when I checked in. Next to the Swimming Hall of Fame — outside of the show's grounds — was a small tent with only a few tables for the folks issuing credentials from Pierson Grant, who handle the publicity duties for the show.

No tables for the media, no place to plug in a computer,



The FLIBS Media Center did not measure up to the world class boat show it serves. Photo: Brady Kay

no place to put your bursting bags of product information, no business machines, no coffee and maybe worst of all, no place to hang with fellow media members. Nada, zilch. I know this first impression got my show off to a bad start.

I know of several members of the media, PR professionals and Greg Proteau from BWI who registered their dismay to Informa, who manages and produces FLIBS for the Marine Industry Association of South Florida which owns it. The tone was respectful, yet the messages let them know how disappointed we were and how marginalized we felt by the utter lack of facilities.

I suspect the problem was more of a dropped ball issue

rather than an overt, we-don't-think-the-media-is-important message. That certainly wasn't the case at the new "Welcome Reception" staged by the show the night before it opened to which media was invited and where the refreshments, food

and entertainment was pretty awesome.

We have offered a helping hand to provide input to help improve the media center situation and will remain in contact with the powers that be who own, manage and publicize the show. Marine journalists are an important part of the efforts to inform, promote and get consumers excited about everything exhibited at the show. Anything Pierson Grant, Informa and MIAASF can do to help us do our job will come back to them many fold.

I'll keep you posted about any response we get.

You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

Writing & Imaging Contest Opens

BWI's Annual Writing & Imaging Contest celebrates its 26th year with 16 categories offering \$16,000 in prize awards.

All of the details are included in a brochure posted at www.bwi.org/downloads/BWI-Contest-18.pdf. The electronic entry form (www.bwi.org/bwicontest) provides the process for slotting the entry and handling membership details.

Entries can be made by individuals or in the name of the writer through a publisher. BWI members get two free entries; non-members can enter at \$50 apiece (or join for \$100 and get the two free entries).

This year's categories include those recently added or updated including "Boating Videos," "Boating Photography," "Environmental Awareness & Education," and "Gear, Electronics & Product Tests." Entries in all categories are welcome from digital-only – including blogs and on-line videos – or traditional print sources. Category definitions are included in the contest brochure. Deadline for entries is December 31, 2018.

The contest recognizes the



best marine writing and imaging in the world and presents cash awards to first- (\$500), second- (\$300) and third-place (\$200) scorers. Presentation of awards will be made at the Miami International Boat Show during the BWI Annual Meeting in February 2019.

Each winner also receives a handsome recognition plaque noting "Excellence in creating compelling stories about the boating lifestyle through entertaining, educational and inspiring journalism." Certificates of Merit are presented to every writer who scores within 95 percent of third-place winners in each category.

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** – sponsored by The Moorings
- Boating Adventures** – sponsored by Yamaha Marine
- 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 Evinrude
- 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 Evinrude
- Boating Videos** – sponsored by Boat Owners Assn. of the U.S.

Candidates Sought for Directors

Elections for BWI Directors will be held in January. Three seats (that carry three-year terms) are coming open. Active and Associate members may run for Directors spots, and active and associate members will be asked to vote in the election.

Those who think they'd like to serve are encouraged to run. Duties include participation in two in-person director

meetings a year (no expenses paid), usually held in conjunction with Miami and Ft.

Lauderdale boat shows, availability for as-needed conference calls, and volunteering for assignments such as Committee chairperson, new product or writing contest category chair, etc. For more information, contact Greg Proteau, info@bwi.org.

Candidates need to pro-

vide a brief summary, by mid-December, of their experience, qualifications and ideas to help BWI grow. Summaries are reviewed by the nominating committee which consists of the President, Immediate Past President and Executive Director. These are provided to the members along with the ballot when voting commences in January.

Members Make Rounds at FLIBS



At the ZF Marine - BWI Breakfast Mixer were (left from l.) John Wooldridge, Kelly Flory, Mike Sciulla; (above) ZF's Martin Meissner, Tom Serio; (below from l.) Greg Proteau, Alan Jones, Brady Kay, Zuzana Prochazka, Chris Woodward and ZFs Sabrina Turlon.



Jill Connors (l.), KVH's Media Relations Manager, explains new offerings to Lenny Rudow in the FLIBS electronics tent.



Ron Huibers (standing), president of Volvo Penta of the Americas, provides outlook for the company at a media breakfast during FLIBS.

Pushback On More Ethanol Use

NMMA, in partnership with the Outdoor Power Equipment Institute (OPEI), launched “Protect Your Power” – a consumer education campaign in response to U.S. President Donald Trump’s announcement in

challenges E15 pose to smaller engines, including those in boats, chainsaws, and mowers.

In an announcement about the new program, NMMA president, Thom Dammrich, stated, “Most consumers are unaware that fuel with ethanol blends exceeding 10 percent can destroy small engines, including those in boats ... Unfortunately, the Trump administration’s proposed E15 sales expansion will only add to this problem.”

BoatUS also reacted negatively to the recent news of the Administration’s plan to permit the sale of E15 fuel year-round. It cautioned that the proposed EPA policy change will increase the chances that boaters could inadvertently put engine-killing E15 into their tanks. Unlike the physical barriers that prevent misfueling between gasoline and diesel-powered vessels, just one small orange warning label on

the fuel pump is all that stands between a boat owner making a misfueling mistake that could lead to warranty-voiding repairs and catastrophic engine failure. BoatUS has joined with the Smarter Fuel Future group (<https://smarterfuelfuture.org/>) to encourage opposition to the increased use of ethanol.

Kris Kiser, OPEI president and CEO notes, “Fueling correctly – with E10 or less gas – is the best way to protect your outdoor power equipment and keep it running strong, so it will be there for you when you need it. Read your owner’s manuals for guidance on correct fueling for any equipment or small engine product.” OPEI’s “Look Before You Pump” campaign materials can be found at <http://opei.org/ethanolwarning/>.

For additional details, contact Scott Croft, SCroft@BoatUS.com or Nicole Vasilaros at nvasilaros@nmma.org.

SMARTER FUEL FUTURE

FAQS TAKE ACTION BLOG RESOURCE CENTER



ASK CONGRESS TO TAKE A STAND

Congress has the power to reform the Renewable Fuel Standard.

We must call on our legislators to reform these unworkable ethanol mandates—a program that has damaged our engines, lightened our wallets and harmed our country. Write to your representatives now.

October intending to expand the sale of gasoline containing 15 percent ethanol (E15) year-round. NMMA and OPEI have long advised and educated consumers about the

Scholarship Deadline Approaching

Do you know a college student who would like a check for \$2,000? The BWI Scholarship fund is now accepting applications from undergraduate students – in any major – who demonstrate a passion for the field of boating media and have a clear career goal to pursue it.

Applications may be downloaded at www.bwi.org/downloads/scholarship/BWI-Scholarship-App-19.pdf and will be accepted through



January 15, 2019. If you know a college student who would like to pursue a career in boating journalism, photography, video, broadcasting, film, or art, please encourage them

to apply NOW.

Judges will look for applicants with talent, promise and firsthand knowledge of the boating life. To be considered applications must be completed in full and emailed to info@bwi.org. The scholarship will be awarded at the annual BWI meeting at the Miami International Boat Show in February 2019. Direct questions to Robert Beringer, robertberinger@yahoo.com.

Active Member News

Kretschmer's Book Details Ocean Cruises

"Sailing to the Edge of Time: The Promise, the Challenges, and the Freedom of Ocean Voyaging" by John Kretschmer is now available.

Over hundreds of thousands of nautical miles, his adventures have taken him several times around the world, with challenging crossings of the Atlantic and the Pacific, a narrow escape from a coup in

Yemen, an unlikely deliverance from a coral reef off Belize, as well as more serene passages where stories are flowing. His narrative is interwoven with practical tips and advice on seamanship. Kretschmer is the author of four other non-fiction books, including "Sailing a Serious Ocean" and "At the Mercy of the Sea" as well as hundreds of articles for the sailing press, *Life*, and the *LA Times*. Contact him at jrkretschmer@gmail.com.

DeMartini Promoting Thunderboat History

"Tales from Thunderboat Row," a new book by Allan Brown, is being promoted by Marilyn DeMartini and her PR Power agency. Brown is said to bring the readers into the chase with his vivid descriptions of people, situations and the characters that

built the marine industry, the sport of powerboat racing and 50-plus years of history that added to the technological wonders of boating and yachting today. Aronow, Bertram, Wynne and numerous others, including Betty Cook, get their stories told in the pages. Books can be ordered from the website, www.talesfromthunderboatrow.com for \$100. For more information or photos, email DeMartini at md@prpower.biz.

Weather Forecast Extended Says Levin

Writer and angler Charlie Levine, who is also editor and publisher of FishTrack.com and Buoyweather.com, reports that Buoyweather, the marine forecasting website and mobile application, has expanded its weather modeling to include 16-day wind and swell forecasts, and tide charts for any point offshore, on any ocean. Also added are air temperature, barometric pressure, sky conditions, precipitation, sunrise/sunset times and a moon calendar. BWI members are offered a 20% discount on Buoyweather and/or FishTrack. For details, visit the websites or contact Levine at charlie@fishtrack.com.

Weekly Cruise Blog Passes 100 Issues

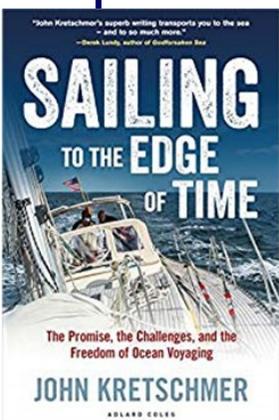
Editor Peter Janssen of *Cruising Odyssey*, a weekly e-newsletter that helps owners of cruising boats live the lifestyle under power, reports passing the 100 issue mark in October. He, along with



partner and publisher George Day, started thinking about the creation more than two years ago. Veterans of traditional boating magazines, with a lot of issues and nautical miles under their belts, they decided to move to digital, to the age of mobile, instantaneous, worldwide communication and social media. View the blog at www.cruisingodyssey.com. Contact Janssen at peter@peterajanssen.com.

Ellison Joins Jury On METS Dame Awards

Ben Ellison joined the judges for this year's Dame Design Award presented during the Metstrade marine trade event held recently in Amsterdam. Ellison's career in boating has included yacht delivery, commercial fishing, navigation instruction, and marine software development and writing about marine electronics, mainly as editor of Panbo.com. His current on water ride is self-described as a highly over-equipped 37-foot Downeast style testing boat named Gizmo. The Dame Award focuses attention on the art and science of marine design. A review of this year's award recipients can be found at <https://www.metstrade.com/innovation/dame-winners/>.



Calendar & Events

BWI OFFICERS

President

Alan Jones ('19)

boatscribe@comcast.net

1st Vice President

Charlie Levine ('18)

clevine@fishtrack.com

2nd Vice President

Chris Woodward ('18)

chris.woodward@bonniercorp.com

BWI DIRECTORS

Michael Sciulla ('18)

msciulla@gmail.com

Gary Reich ('20)

garyreich@gmail.com

Zuzana Prochazka ('19)

totemgroup@msn.com

Jim Fulliove ('20)

jim@mejbiz.com

Brady Kay ('19)

blk@harrispublishing.com

BWI Past President

Lenny Rudow

ultangler@gmail.com

Executive Director

Greg Proteau

info@bwi.org



BWI Miami Meet Repeats On Thursday

BWI is holding its annual meeting and breakfast, including presentation of Writing Contest Awards, on Thursday February 14, 2019, opening day of the Miami Boat Show, from 8 to 9:30 a.m. Location is expected to remain the same, at the center of the floating docks in front of the marine stadium. Those planning to attend will need to drive and park or take a taxi/Uber as water taxis and shuttle buses will not be running that early to serve the event.

Awards to Be Given For Marine Marketing

Marine Marketers of America (MMA) is accepting entries for the 2018 Neptune Awards competition. The annual competition is open to marine industry marketing work. The awards will be presented at the Miami Boat Show in February 2019. Awards will be presented in 21 categories, covering all areas of marketing, from national and regional magazine and digital ads and newsletters to video, product literature, PR, marketing innovation and diversity initiatives. In addition, a best-in-show

“King Neptune” will be awarded to the single best entry among all categories. Deadline for submissions is January 7, 2019. Find program details at www.marine-marketersofamerica.org.

Innovations Sought for Minneapolis & Miami

Innovation Award programs for Minneapolis and Miami boat shows are being solicited. Up north, the program seeks new products in aluminum fishing boats, fiberglass fishing boats and pontoon

boats; entry deadline is December 19, 2018. In Miami, categories include those for boats, engines, accessories and services with an entry deadline of January 11, 2019. Program details for Minneapolis can be found here, <http://www.minneapolisboatshow.com/innovation-awards>; for Miami here, <http://www.miamiboatshow.com/show-awards>. The awards programs are managed by NMMA and judged by BWI. Contact Rachel Harmon, rharmon@nmma.org.



Active Members

Chris DiCroce, Writer/Author, Green Cove Springs, FL
 Tony Esposito, Freelance Writer, Fond du Lac, WI
 Melissa Gervais, Writer/Blogger, Vancouver, BC
 Cynthia Houston, Freelance Writer, Alexandria, VA
 Craig Ligibel, Freelance Writer, Annapolis, MD
 Chris Tucker, Photographer/Videographer, San Diego, CA

Supporting Members

The Moorings, Ian Pedersen, Marketing Manager – Americas,
 Clearwater, FL
 Hacker Boat Co., Ken Rawley, Marketing & Special Projects,
 Silver Bay, NY

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 marine organizations.