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Holidays: Wonder and Promise

For many, the Holiday Season is the most wonderful time of the year. It is also a time of many deadlines relevant to our work and finances, often stressful, but filled with wonder and promise.

For BWI members entering the annual writing contest, the deadline is December 31 at midnight. With the new online entry system, it's become easy to meet that cutoff date and for us to verify that submissions make it on time. As members, you get two entries for free. Prize money comes from our Supporting members who are listed on page 2.

The new Scholarship Fund has gained another corporate contribution with Chevron Products joining Suzuki Marine. This puts the scholarship award at the \$2,000 mark. We are now accepting applications until January 15, 2019. Wouldn't an extra \$2K be a nice present to a deserving future boating writer? If you know of a candidate, please spread the word.

A giving spirit also settled on Yamaha WaterCraft which will be the primary sponsor of the BWI Annual Meeting in Miami on February 14, 2019. The location will be the same



Image: VisitVirginiaBeach.com

as last year, on the docks in front of the marine stadium in the Peroni Lounge. The NMMA show and staff get the credit for opening a spot for us in a crowded venue.

Media Center Update

In last month's newsletter, after pointing out the shortcomings of the Media Center at the recent Fort Lauderdale Show, we did get some feedback, notably from the incorrigible Bob Black, former BWI executive director and long-time public relations practitioner. Bob noted that FLIBS for many years had no press room and he offered to manage one if the show would provide some space; he was working for Donzi marketing Gordon Houser back then. They agreed.

Over time, the duties came under the umbrella of the show producer with management assigned to local publicists. In recent years the press room was based at the Bahia Mar Hotel with attendant space for exhibitor materials and facilities for the working press. Until, that is, this past show.

What's to become of media centers in the new social connectedness era? Hard to say except that we hope some consideration continues for those covering the events. As offered before, BWI stands ready to help. Maybe the old model of enlisting exhibitor involvement could also help show the way.

An update on Gordon Houser: Black notes he has been in "rehab" in Sarasota since he fell and broke his hip a few years ago. A visit by friends is always welcomed. For more information, contact Black at rgblack@verizon.net.

Happy Holidays from your BWI Board of Directors.

You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

Writing Contest Deadline Dec. 31

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

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.

With a December 31 deadline, the Contest always sees a flurry of entries in the final week of the year. The categories offered this year are noted at left along with their sponsors. Entries in all categories are welcome from digital-only or print sources.

Each category requires 10 submissions to be valid and judgeable. Category popularity shifts each year; last year, top categories in number of entries were Seamanship, Fishing, Travel and Columns while lowest were Environmental Awareness, Business of Boating, Photography and Lifestyles. The goal of the Contest is to award all prizes in all categories.

Presentation of awards will be made at the Miami International Boat Show during the BWI Annual Meeting on February 14, 2019.

All details are included in a brochure posted at <http://www.bwi.org/downloads/BWI-Contest-18.pdf>. An electronic form (<https://www.bwi.org/bwicontest>)



provides the entry process. BWI members get two free entries.

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.

Each category is judged by four members once the entries have been organized in early January. The top three winners in each category are contacted afterward and invited to the Miami festivities.

Scholarship Fund Reaches Goal

New BWI Supporting Member Chevron Products Company recently made a \$1,000 donation to the 2018 BWI Scholarship Fund. When combined with another \$1,000 donation made earlier this year by Suzuki Marine, as well as contributions from individual BWI active members, the fund now stands at \$2,375.

This reaches the scholarship committee's goal of presenting

an inaugural \$2,000 scholarship to a deserving student pursuing a career in marine writing, photography, video, broadcasting, film or art. Announcement of the eventual winner is planned for the 2019 Miami International Boat Show in February.

"We would like to thank both Suzuki Marine and Chevron for their generosity and support of this worthy

program," said fund manager Robert Beringer. There is still time to make donations to the fund, and the cut-off date for students to apply for consideration has been extended to January 15.

An application and more information about the 2018 BWI Scholarship is available online at www.bwi.org/downloads/scholarship/BWI-Scholarship-App-19.pdf.

Member News

Kettlewell Moves To New Exec Dir Job

Sail Martha's Vineyard has appointed John Kettlewell as executive director. He will move to the island from Saratoga Springs, NY, where he worked for Saratoga Plan, a nonprofit land trust. Kettlewell has 16

years of experience in nonprofit management directing publishing, marketing, communications, fundraising and constituent engagement programs.

He is the author of navigational books and numerous sailing articles and will continue to write on a freelance basis. His work has appeared in *Ocean Navigator*, *Wooden Boat*, *Cruising World*, *SAIL*, and *Boating Industry International* magazines. Contact him at john@johnkettlewell.com.

Xantrex Sold To Power System Firm

Mission Critical Electronics is acquiring the Xantrex operations of Schneider Electric. "Joining forces with MCE - who are as passionate about high quality vehicle and marine power solutions as we are - is sure to deliver tremendous value for our customers, suppliers and other business partners," said Richard Gaudet, Xantrex vice president and general manager. Known for its onboard

AC power technology, Xantrex products are also used in RV, military, construction, EMS, bus, work service vehicle and truck markets. Contact Mitul Chandrani, mitul.chandrani@schneider-electric.com.

Siren Marine Chosen By America's Cup

Siren Marine has been selected by the New York Yacht Club as the Official Connected Boat® Supplier to American Magic, the U.S. Challenger for the 36th America's Cup. The technology will be used aboard all support vessels and VIP boats in the American Magic fleet as the team trains, practices and races in various regattas around the world. It will track locations and coordinate movements of the fleet while monitoring on board mechanical issues and help in the efficiency, productivity and safety of the operation. Contact Ron Ballanti, ron@strike-zone.net.

Atlantic Intercoastal Better Says BoatUS

Navigating the Atlantic Intra-coastal Waterway (ICW), the 1,100-plus-mile coastal waterway stretching from Norfolk, VA to Miami, FL is getting better. Over the last five years more funding to dredge and maintain the waterway for both recreational and commercial vessels has made shoaling less of a problem, but navigational issues remain. This was the focus at the ICW Association annual meeting held recently in



Charleston, SC. David Kennedy of BoatUS, a founding member of the interest group, reports, "We're gaining recognition and have seen an increase in funding for dredging projects that keep the waterway a viable transportation system. Our goal is to keep the momentum going and continue to grow awareness of this vital waterway." Visit www.atlanticintra.coastal.org; contact Scott Croft, SCroft@BoatUS.com.

Shoaling problems are being addressed along the ICW, but work remains. Photo: BoatUS.

Volvo Penta Awards Top Boat Dreamer

Travis Christ of Charleston, SC was recently named winner of Volvo Penta of the America's "Boating Dreams" contest, a social media promotion in which customers posted stories of their dreams and aspirations of spending time on the water. His prize: a new Chevrolet Silverado. A total of 223 people submitted stories, videos and images, which through social media outreach, displays in dealerships, direct-mail, advertising and media relations engaged 80,000 people with 4.3 million impressions. Submissions can be seen at www.volvopenta.us/shareyourdream. Contact christine.carlson@volvo.com.

Calendar & Events

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NMEA Installer Training Schedule

The National Marine Electronics Association (NMEA) has announced the lineup and dates of their marine electronics installer training classes for 2019. Included are the Basic Marine Electronics Installer (MEI), Advanced Marine Electronics Installer (AMEI), Basic NMEA 2000® Network Installer and Advanced NMEA 2000® Network Installer courses. Sessions start January 29 in Annapolis, MD with NMEA & ABYC Combined Training. See www.nmea.org for details.

New Location for Miami Yacht Show

The 31st annual Miami Yacht Show, the city's luxury yacht and superyacht show, takes place over Presidents Day Weekend in Miami, February 14-18, 2019, at its new downtown Miami location at One Herald Plaza. It will spread between the MacArthur and Venetian causeways on Biscayne Bay and include Sea Isle Marina. The Yacht Show is co-owned by Informa and the International Yacht Brokers Association and runs concurrently with the Miami Interna-

tional Boat Show on Virginia Key, owned and produced by NMMA. Contact Daniel Grant, dgrant@piersongrant.com or Marielle Sologuren, msologuren@piersongrant.com.

Women's Sail Confab

The Sailing Convention for Women presented by Gail Hine will be held on February 2, 2019 at the Bahia Corinthian Yacht Club in Corona del Mar. Sponsored by BoatUS, the event is a series of 33 workshops for ladies-only, and include shore- and boat-based sessions that offer beginners to experts a welcoming environment to learn about all things sailing. Details at www.sailingconventionforwomen.com.

January 7 Deadline for Marketing Awards

Marine Marketers of America reminds that the deadline for submissions to its Neptune Awards is January 7, 2019. The annual competition is open to any company or organization producing and publishing marine industry marketing with awards 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. Details and entry form at www.marinemarketersofamerica.org.



Active Members

Amy Alton, Freelance Writer, League City, TX
 Kim Couranz, Freelance Writer, Annapolis, MD
 Emily FitzPatrick, Assistant Editor, Idaho Falls, ID
 Bill Gius, Writer/Web Content Provider, Fond du Lac, WI
 Krista Karlson, Writer/Editor, Essex CT
 John Morris, Writer/Editor, Toronto, ON
 Heather Magda Serrano, Assistant Editor, Idaho Falls, ID

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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.