

Inside this issue:

BWI Election Report	2
Miami Innovations	
Writing Contest Pix	3
Raffle a Hit at MIBS	4
Supporting Members	5
Calendar & Events	6
New Members	

BWI: What's In It For You?

Talk about a bad break. Having to replace Lenny Rudow as President of BWI is a pretty unenviable task. Lenny did a fantastic job representing BWI over the past two years as president and I hope I can do the same. For those of you who don't know me, I am also executive editor for *Boating World Magazine*, where I've worked for 21 years, starting as a freelancer like many of our members.

I've also been a member of BWI for 20 years and in that time I've seen both the industry and our organization change. While our membership numbers have declined from a peak of 425 in 2007 to 300 today — owing largely to the Great Recession — that number still represents a powerful block of influence in our industry. And we should take advantage of it.

My goal for the next two years is to make being a member of BWI one of the best decisions each of you makes every year. Obviously, the annual writing contest is our most important component, and in the last 25 years, it's grown from three categories to 17 with \$17,000 in annual cash prizes along with the prestige that goes with each award.

The board of directors and contest chairpersons have



Prize-slingers Alan Jones (l) and Charlie Levine (r.) gave away valuable marine bootie at BWI's first annual Raffle on opening day of the Miami Boat Show. (Photo: Ron Ballanti).

done a fantastic job of keeping funding for it viable; the volunteer judges have made managing it possible. And we are always looking for ways to expand it to make it even more relevant to the work our members are actually doing.

In addition to the contest, we seek new ways to give your membership added value. Same goes for our supporting members. We are in a unique position to be able to help each other do our jobs and we want to find new ways to leverage that relationship. Things like the recent drawing at the Miami show netted our members about \$4,000 worth of gear and gave our supporting members a new way to

show their support for us and introduce us to some cool new products. See details of that gear and those who donated it on page 4.

We want to explore new ways to give our members even more perks like we enjoy every year at the Fort Lauderdale show with ZF's German-themed breakfast for BWI members only. We've also held networking and high-end cocktail parties and look to find new ways in the future to make your membership more valuable.

You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

Officers Move Up, Directors Added

BWI members have elected two Directors and its Board appointed a new Director to fill a vacancy and elected three Officers. Newly elected to the Board is Jim Fullilove while Gary Reich was re-elected, both for three-year terms. The Board voted to appoint Brady Kay to fill a Director vacancy.

Officers elected by the Board are President Alan Jones, Editor for *Boating World Magazine*; 1st Vice President Charlie Levine, Editor/Publisher of FishTrack.com; and 2nd Vice President Chris Woodward, Editor of *Sport*

Fishing Magazine.

Fullilove has been involved with national trade publications since 1972, as chief editor of *National Fisherman*, editorial director of *Work-Boat*, and currently chief editor of *Marine Electronics Journal*. As chair of the NMEA Technology Award panel for the past two years, he coordinates and manages judging with both BWI writers and electronics technicians.

Reich is a Chesapeake Bay-based freelance writer, editor, and photographer who has worked in marine for more than 25 years, the last 15 in publishing where his writing and photography regularly appear in several periodicals and online.

Kay is the executive editor of *Pontoon & Deck Boat* maga-

zine and has been at the helm of this publication for nearly 20 years. He also currently oversees *Houseboat* magazine and *Great Lakes Boating* magazine, sister publications at Harris Publishing. He has served on the judging panels for the NMMA Innovation Awards several times.

Continuing as Directors are: Immediate Past President Lenny Rudow, a freelance writer, editor and Angler in Chief of *FishTalk* magazine; Zuzana Prochazka, a freelance writer and photographer who contributes to a number of boating titles; and Michael Sciulla, a *Soundings Trade Only* columnist and communications strategist. BWI Executive Director Greg Proteau serves as secretary/treasurer of the board.



New BWI Directors are Jim Fullilove (l.) and Brady Kay.

19 Innovations Recognized at MIBS

NMMA and BWI presented Miami Boat Show Innovation Awards recognizing new consumer marine products during the Innovation Breakfast held on February 16. This year's program evaluated 62 products across 19 categories featuring an outstanding pool of entries. The judges ultimately

selected 17 winners and two honorable mentions in 16 categories totaling 19 honorees.

Supporting Members of BWI recognized during the program included:

- Yanmar Marine for its 3JH40 Common Rail Inboard Diesel Engine.
- Mercury Marine's 3.4L V6

Outboard.

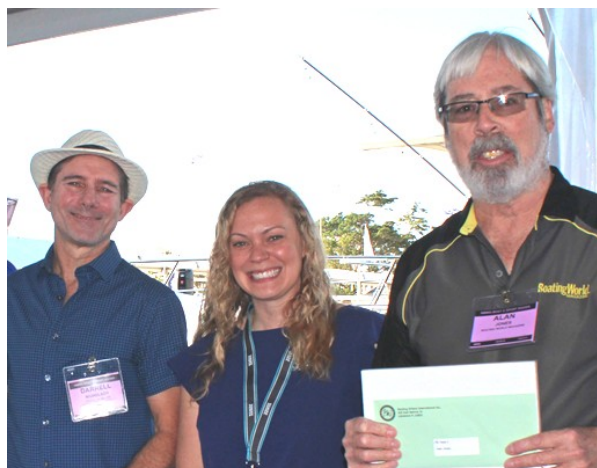
- Yamaha WaterCraft Group received an Honorable Mention in the Propulsion Equipment & Parts category for its SurfPointe.

In Miami eight BWI members reviewed the Innovation entries, led by chair Zuzana Prochazka and co-chair Alan Wendt. They were joined by Robert Beringer, John Burnham, Ann Hoffner, Frank Lanier, Pete McDonald, and Lenny Rudow. For questions about the Innovation Awards, contact Rachel Harmon, rharmon@nmma.org. For complete details on the awards and judges, go to www.nmma.org/press/article/21777.

Innovation Judges included (from L.): Lenny Rudow, Alan Wendt, John Burnham, Robert Beringer, Ann Hoffner, Pete McDonald and Frank Lanier. Missing from photo is Zuzana Prochazka.



Writing Awards Presented in Miami



Annual Writing Contest award presentations in Miami included (above from l.) Lenny Rudow, BoatU.S.' Scott Croft and Rich Armstrong; Darrell Nicholson, Volvo Penta's Christine Carlson and Alan Jones; ZF Marine's Martin Meissner with Ron Ballanti.

Below: Brady Kay (from l.), Wanda Kenton Smith of Freedom Boat Club, Rudow and Bill Sisson; Gary Reich, Rudow, Suzuki's Dean Corbisier, Jim Hendricks and Doug Olander.

Bottom: Stacey Wigmore (from l.) and John Stefancik; Zuzana Prochazka with Home Port Global's David Pilvelait; Frank Lanier, Charles Doane, Ben Ellison, and Ned Trigg of Dometic Marine. All photos by Ron Ballanti. *Continues next page.*

Complete details of the Award presentations are posted at <http://www.bwi.org/best-boating-journalism-recognized-for-25th-year/>.



Writing Awards *(continued)*



Elizabeth Jackson (from l.) of KVH Industries with Bill Sisson; Michelle Dauchy of Mercury Marine, Lenny Rudow and Reagan

Haynes; Peter Nielsen with John Ludgate and Scott Townsend of Pettit Marine Paint. Photos by Ron Ballanti.

First BWI Prize Raffle a Hit at MIBS

In addition to the presentation of BWI Writing Contest awards during the MIBS annual meeting, this year marked the first (and hopefully beginning of a continuing) BWI Prize Raffle. Three waves of prize drawings were held at the beginning, middle and end of the meeting. Almost 20 items were provided with a total value that approached \$4,000.

Incoming BWI President Alan Jones served as emcee, ably assisted by new 1st Vice President Charlie Levine. Jones said the routine is a way to increase visibility for Supporting members products and services and a magnet to attract more BWI members to the meeting and show. Those interested in future participation can contact Jones at boatscribe@comcast.net.



Kevin Falvey accepts his Sea Tow prize membership from company president Kristen Frohnhoefer.

Providers for this year's giveaway and bootie included:

- ACR Electronics - Locator Beacon \$275
- BoatUS - Unlimited towing membership w/trailer assist \$163
- Buoyweather - 1 year free subscription \$80
- NMMA / Discover Boating - 2 Miami Boat Show VIP Lounge Tickets \$125 each
- Freedom Boat Club - Patagonia computer bag
- The GPS Store - Standard Horizon HX300 VHF Floating Radio \$100
- Home Port Global - Camframo Sirocco II Cabin Fan \$100
- Interlux/Awlgrip - Choice of Gallon of Bottom Paint
- Mercury Marine - Vessel View Mobile System \$278
- Protomet/PTM Edge - PCC-140 Pro Com-boSki Mirror and Bracket \$300
- Rushton Gregory - Lowrance Link-6 VHF Radio \$189
- SeaTow - 2 Sea Tow Gold Card 1-year memberships \$179 each
- Home Port Global - Life-Cell Marine Trailer Boat Safety Ditch Pack \$299
- Recreational Boating & Fishing Foundation - \$100 West Marine Gift Card
- Star Brite - Certificate for Boat Care Kit
- Thunderbird (Formula Boats) - \$100 gift certificate for Formula wear
- West Marine - Binoculars \$200
- Westerbeke Corp. - Three \$50 gift cards
- Winegard Co. Marine Div. - HD Antenna \$429.

Supporting Member News

Freedom Expands With European Deal

Freedom Boat Club has signed an alliance agreement with Jeanneau to cooperatively develop FBC franchises among its European dealer network. President and CEO John Giglio believes the new international expansion will be good for business, but also very good for the more than 30,000 Freedom Boat Club members throughout North America and those who will join abroad. "One of the most exciting aspects of this international expansion is our exclusive membership benefit featuring reciprocity," he said. "Our Freedom Boat Club members around the world will enjoy full access to our fleet of boats wherever clubs exist, and that will now include international ports of call." Contact Wanda Kenton Smith, wanda@freedomboatclub.com.

West Hires New CEO

West Marine, Inc. announced in January the arrival of their new Chief Executive Officer, Doug Robinson, who joins with three decades of specialty retailing experience. Most recently Robinson spent 13 years with Lowe's and his last role was President, International Operations and Development. He is an avid sailor, customer of West and supporter and participant in the Leukemia and Lymphoma Society's Leukemia Cup Regatta, a company sponsored event. Contact Margo Donohue, press@westmarine.com.

Webasto Partners With Fishing Show

Webasto Thermo & Comfort North America has partnered with the weekly syndicated TV show *Nuts & Bolts of Fishing*, aired on FOX Sports South. It reaches 52 million households with its mix of practical techniques, educational content, destinations and the latest in fishing and boating gear. Webasto's BlueSky electric sliding hatch is featured on show host Cefus McRae's new 24-foot center console bay boat. More info at www.nutsandboltsfishing.com. Contact news@martinflory.com.

Furuno Outfits Canadian SAR Ships

Furuno has been selected by the Canadian Coast Guard to outfit their new Bay class search and rescue vessels. The 55-foot CCGS Pennant Bay and CCGS Baie De Plaisance are the first of twelve hulls ordered by the CCG. The new Bay class vessels, all named for Canadian bays, have been commissioned under Canada's Federal Infrastructure Initiative and the

2016-17 Fleet Renewal Plan. Their new Furuno electronics, including a multi-station NavNet TZtouch network with Radar and Depth Sounder, will assist the CCG in their mission to keep Canadian waterways safe. Contact Jeff Kauzlaric, JeffK@Furuno.com.

Winegard Forms New Marine Division

Burlington, IA-based Winegard Company has announced the formation of a new Marine Division and the hiring of industry veteran David M. Quaders to serve as its director. It plans to expand its industry presence across recreational boating and fishing markets, inland workboats, marinas and waterfront resorts across the country. Product offerings include VSAT and wireless antennas, satellite and broadcast HDTV antennas, WI-FI and 4G/LTE cellular extenders. Quaders' recent experience was with Radio Holland, Intellian Technologies and Ship Equip AS. More details at www.winegard.com. Contact Ron Balanti, ron@strike-zone.net.



Winegard's HDTV Marine Antenna



BWI Supporting Members Wanda Kenton Smith (l.) of Freedom Boat Club and Thom Dammrich (r.) of NMMA - Grow Boating with Bill Sisson at the Industry & Innovation Award Breakfast at MIBS.

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@gaill.com

Executive Director**Greg Proteau**

info@bwi.org

Calendar & Events

NMEA's New Course Begins in March

The National Marine Electronics Association's Advanced Marine Electronics Installer Training course is new for 2018 and will be taught in Nashua, NH on March 8. Installations covered are Marine Computers, Data & Ethernet, EMI, VHF, DSC, Single Side Band Installations, Non-Magnetic Heading Sensors, Antenna Placement / Satellite Communications, Class A AIS, Radar and Autopilots. Five additional sessions are scheduled. For information go to www.nmea.org and click on the "Training" link. Contact Mark Reedenauer, info@nmea.org.

Boating Congress Set for May in DC

The American Boating Congress returns to Capitol Hill May 9-11, 2018 to champion recreational boating, formulate public policy and present a unified front on issues that impact marine businesses. It provides attendees the opportunity to meet with elected officials, hear from a host of influential speakers, take part in a series of new workshops and seminars, and attend Hill

visits to meet with key policy makers. Early bird registration closes March 5. Details at <http://www.nmma.org/government/abc>.

Salty Dawg Rally Departs from Antigua

The nonprofit Salty Dawg Sailing Association™ (SDSA) has opened registration for its Spring Rally from Antigua to the US. The rally will depart Falmouth Harbor on May 15 after several days of social activities, weather briefings, and boat preparations. The departure site has been changed to Antigua from Virgin Gorda in the BVI due to damage caused to facilities by

Hurricane Irma last fall. Details at <http://www.saltydawgsailing.org/spring-rally-2/>.

Fishing Ladies Plan Gulf Coast University

Ladies, Let's Go Fishing Foundation will host their Gulf Coast Saltwater Fishing University March 23-25 at Bass Pro Shops Fort Myers, FL. Women, men and teens welcome. Registration includes classes, hands on practice, gifts worth \$20 and more. No equipment or experience is necessary. Contact Batty Bauman, info@ladiesletsgofishing.com, www.ladiesletsgofishing.com.



Active/Associate Members

Arnie Hammerman, Market Strategist/PR Counsel, Mulkiteo, WA
Matt Sellhorst, Author/Lecturer, Lancaster, SC
Greg Terzian, Editor/Videographer, Cape Coral, FL

Supporting Members

Rushton Gregory Communications,
Andrew Golden, Principal, Lee, NH
Winegard Company,
David Quaders, Director - Marine Industry Div., Burlington, IA

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.

