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Paying It (e.g., Tuition) Forward

Every time I go to a press event I notice one thing: we members of the marine press aren't getting any younger. In most professions, you have younger members eager to replace the old guard but I am not seeing that happening. Why? It could be a lot of reasons but one thing jumped out at me when I did the Google search "how much does it cost to go to journalism school?" I was floored when I saw the answer. The first search result that came up was for the Columbia School of Journalism that said the annual cost, with everything included, was \$104,000, which is a mind-boggling number.

When I went to the University of South Florida in the late 1970s, my four years of college cost exactly \$12,000 — for everything. And I managed to escape with no student loans unlike most of today's students. Of course, the best education I got back then was working for the *Clearwater Sun* as a high school sports reporter a.k.a. stringer for \$20 a story minus the \$5 worth of gas I used, but I got a byline.



Image: Sierra Metal Design

This was the era of Woodward and Bernstein when the media was respected and not accused of being the purveyors of "fake news." Given the grim state of publishing, I expected to find the enrollment in journalism schools plummeting but in this current climate of political unrest, it's actually climbing. Call it the "Trump bump."

Schools like Columbia are reporting a 10% increase in enrollment this year and Northwestern University's Medill School of Journalism experienced a 24% jump in applications this year. The dark side? One of the most robust areas of growth in

"journalism" jobs these days is for outlets that churn out fake, click-bait news.

We don't get into this business because we're in it for the money ... obviously. It's a lifestyle job and a great one for those who love boating. And that just might be the way to entice Millennials into marine journalism, since studies have shown many aren't motivated by money. We might just hook them with the phrase,

"work at home in your life-vest."

As sort of a pay-it-forward project, two members of BWI have spearheaded an effort to create a scholarship program to help budding marine journalists. Dan Armitage and Robert Beringer along with help from past BWI president, Lenny Rudow, myself, Greg Proteau and Ron Ballanti are working hard to make it happen. See Ballanti's article on the next page for more details.

You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

Scholarship Fund Open for Action



Help with educational costs is the target for scholarship funds.
Image: Dan Armitage

The BWI Scholarship Fund has completed the process of registering with the IRS as a 501 (c) (3) non-profit entity, and is now able to accept donations. The goal of the scholarship program this year is to award at least one scholarship of \$2,000 to a deserving student, helping a young man or woman

to pursue a career in boating journalism.

The Scholarship Fund is now able to accept contributions from active members, associate members and supporting members. Members of the scholarship committee will be reaching out to select BWI supporting members in an effort to obtain a "Title Sponsor," for whom the inaugural scholarship award will be named with a donation of \$5,000.

"We are excited about this program and what it can mean to the future of boating journalism," said Alan Jones, newly installed BWI President and Executive Editor of *Boating World* magazine. "Our industry needs effective communicators who can share their passion for boats and

the boating lifestyle. This is a first step in what we believe will be a growing effort to bring new people and fresh ideas to our business.

"Just how big this grows and how many scholarships we can award remains to be seen. We've already had donation pledges from individual members and interest from key marine manufacturers," added Jones.

BWI members in good standing are encouraged to nominate candidates for scholarship consideration. Watch for more information to come in future newsletters about title sponsors/contributors and the nomination/application process. Questions and comments can be directed to Robert Beringer, robertberinger@yahoo.com.

Boating Impact Now Measured in GDP

With the Department of Commerce's Bureau of Economic Analysis (BEA) February announcement that the outdoor recreation industry's 2016 annual gross output is 2 percent (\$373.7 billion) of the U.S. gross domestic product (GDP), boaters are expected to gain from the news. The outdoor industry grew 3.8 percent in 2016, compared to 2.8 percent for the overall economy. Boating and fishing activities totaled \$38.2 billion, an increase of 4 percent over 2015. The BEA report also noted that the outdoor recreation industry, which includes boating, fishing, RVing, hunting, camping, hiking, bicy-

cling and supporting activities, surpassed the U.S. agriculture and petroleum industries.

The BEA's Tina Highfill, an economist, and Lucas Hitt, congressional liaison, presented the new economic data to media and outdoor industry executives and stakeholders during a special session of the Miami International Boat Show. Hitt noted that, "Two percent doesn't sound like a lot, but it is a considerable amount – a very big number." They noted there are approximately 4.8 million jobs associated with outdoor recreation.

BoatUS and NMMA, participants of a coalition of outdoor groups, organizations and busi-

nesses under the Outdoor Recreation Roundtable, urged the federal government to recognize the industry's economic importance. The "prototype" statistics covering 2012 to 2016 from the newly established Department of Commerce Outdoor Recreation Satellite Account allow the public to comment before the BEA releases the final statistics this fall. The full report can be found at: https://www.bea.gov/newsreleases/industry/orsa/orsanews_release.htm.

Contacts are Scott Croft, SCroft@BoatUS.com and Ellen Hopkins, ehopkins@nmma.org.

Warnings Continue on Ethanol Misuse

Americans are increasingly unsure about how to properly fuel outdoor power equipment and other non-road engine products like boats, snowmobiles and generators, and mis-fueling is occurring at increasing rates, says a new, nationwide, online research study of over 2,000 adults conducted by Harris Poll on behalf of the Outdoor Power Equipment Institute (OPEI). According to the research, an increasing number of outdoor power equipment owners are using the wrong type of fuel. In 2018, 11% reported using E15, E30, E50, or E85 to fuel their equipment, up from 7% in 2015.

Manufacturers of outdoor power equipment, including marine engine makers, have warned consumers that most products are designed and warranted to run on E10 (fuel with 10% ethanol) or less. It's also illegal to use fuel with more than 10 percent ethanol in any outdoor power equipment according to the Environmental Protection Agency.

"Higher blended fuels containing more than 10 percent ethanol have been shown to damage the equipment. Mid-level ethanol fuels are known to phase separate further endangering equipment," explains Kris Kiser, President and CEO of OPEI. The latest

study underscored that Americans mistakenly believe that higher ethanol blends are safe for any engine. "We believe this lack of knowledge is due to consumers blindly trusting that gas stations will only sell fuel that is safe. EPA must do more to educate fuel users."

OPEI has conducted annual research with the Harris Poll since 2015. In 2013, OPEI launched a campaign, Look Before You Pump, to help educate consumers on proper fueling of outdoor power equipment. For information on proper fueling, go to www.LookBeforeYouPump.com.



Industry Gains to Continue in 2018

As the boating industry moves into the spring selling season, NMMA expects the outlook for 2018 new powerboat sales to show another five to six percent increase. "The close of 2017 marked our sixth consecutive year of growth in new boat sales and recreational boating expenditures, and we expect that trend to continue through 2018, and possibly beyond," said Thom Dammrich, NMMA president. "On the horizon, if economic indicators remain favorable to the recreational boating market with strong consumer confidence, a healthy housing market, rising disposable income and consumer spending, and historically low interest rates, the outlook is good for boat sales."

Annual U.S. consumer spending on boats, marine products and services totaled \$36 billion in 2016 and are expected to have climbed three percent in 2017 to \$37 billion. The recreational boating industry in the U.S. supports 650,000 direct and indirect American jobs and nearly 35,000 small businesses. Recreational boats are uniquely American made with 95 percent of those sold in the U.S. made in the U.S.

Top states for sales of new powerboat, engine, trailer and accessories in 2016 were (2016 vs. 2015 data):

- Florida: \$2.5 billion, up five percent
- Texas: \$1.4 billion, up five percent
- Michigan: \$868 million, up nine percent

- Minnesota: \$710 million, up nine percent
- North Carolina: \$689 million, up 11 percent
- New York: \$688 million, up 14 percent
- Wisconsin: \$622 million, up nine percent
- California: \$615 million, up 15 percent
- Georgia: \$551 million, up 11 percent
- South Carolina: \$544 million, up 10 percent

Latest figures (for 2016) indicated there were an estimated 981,600 pre-owned boats (powerboats, personal watercraft, and sailboats) sold totaling \$9.2 billion in sales; and 11.9 million registered/documented boats in the U.S. For more detail, go to <http://www.nmma.org/press/article/21677>.

Active & Associate Members News

Sisson, Craig Advance At AIM Magazines

Bill Sisson, editor-in-chief of *Soundings Trade Only*, has been promoted to vice president and editorial director of the Active Interest Media Marine Group, and Jeanne Craig has been named deputy editor of the group's *Power & Motoryacht* magazine, it was reported by *Trade Only Today* in late January. Sisson is also the editor-in-chief of *Anglers Journal* and the former editor of *Soundings* magazine.

Craig, a former BWI President and Board member, previously was features editor of *Boating* magazine and executive editor of *Motor-Boating* magazine. She has served as *Power & Motoryacht*'s copy editor for the last year.

Kenton Smith Feted As Woman of Year

Wanda Kenton Smith, long-time member and supporter of BWI, was selected as the recipient of the 31st annual Darlene Briggs Woman of the Year Award late last year by the Marine Retailers Association of the Americas. The award recognizes long and devoted service, untiring commitment, and the advancement of women in the marine business.

Cited were her efforts to recognize outstanding achievements in marine marketing, launching a national charitable campaign with Big Brothers Big Sisters of America, and creating a touring group of industry enthusiasts that bring awareness to boat-

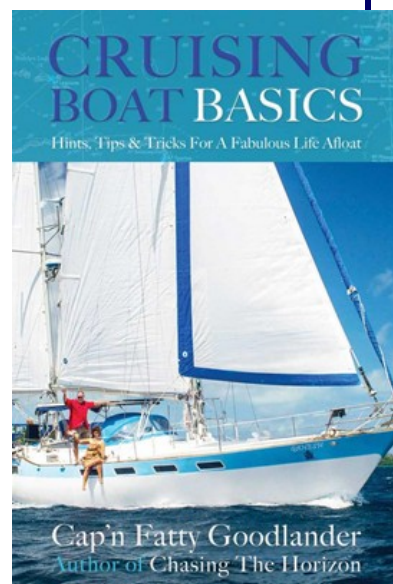
ing. Kenton Smith's contributions to the advancement of women in the marine industry include an educational firm that provided training on the impact of women on buying decisions for consumer products, and creation of an organization called International Women in Boating. For more, go to <http://www.mraa.com/news/>.

Martin Flory Gains Albin Pump Account

Albin Pump Marine has retained Martin Flory Group to promote the Swedish company's recent establishment of a North American presence and grow consumer awareness of its line of marine pumping, heating and sanitation products. Its launch of a Miami office and warehouse is a strategic response to a growing demand for the firm's line. Contact info@martinflory.com.

Latest from Fatty, Cruising Boat Basics

Gary "Cap'n Fatty" Goodlander reports his latest book, "Cruising Boat Basics: Hints, Tips, and Tricks for a Fabulous Life Afloat," published in January, is "selling like hotcakes." He says it contains 58 years of seamanship and ship's husbandry distilled into more than 350 readable pages, chockfull of technical information gathered during three circumnavigations and a lifetime of living aboard in foreign ports. This book was written for the working-class sailor attempting to transit from dirt



dweller to ocean vagabond without losing sight of the daily fun factor. Fatty and his wife Carolyn are currently on their fourth circumnavigation. To follow them, visit <http://fattygoodlander.com/>.

Sailor Joining BoatTest as Publisher

BoatTest.com has named Cindy Sailor Publisher of the digital media company, which was founded in 2000. In her new position, Sailor will oversee all aspects of sales, client services, content creation, and new member acquisition. Previously Sailor was executive director of the International Yacht Brokers Association (IYBA), where she implemented a new membership website, and edited and redesigned the association's bi-monthly member's magazine, *Compass*. Her background also includes serving as associate publisher for *Power & Motoryacht* magazine.



Kenton Smith accepting "Woman of Year" award from MRAA.

Supporting Member News

Volvo Seeks “Dreams” From New Owners

Boaters who acquire a new Volvo Penta-powered gasoline boat in 2018 by June 30 can file an inspirational story of their on-water adventures and be entered in a drawing to win a new Chevrolet Silverado. Photos and videos are being accepted, with select submissions to be featured on the Boating Dreams microsite at www.volvopenta.us/shareyourdream. Early submissions have included the stories of a second-generation boater whose dream day includes water tubing and picnicking with first timers, and another who aspires to navigate the northern section of the “Great Loop. The winner will be announced August 15.

BWI Supporters Fund Lionfish Control

The Florida Fish and Wildlife Conservation Commission (FWC) acknowledged \$25,000 in charitable donations including those from several BWI Supporting members. Funds will go to the Fish & Wildlife Foundation of Florida and used as cash prizes for a new lionfish removal incentive program, rewarding harvesters who find and remove lionfish tagged by FWC staff. Lionfish are a nonnative invasive species that can reduce native fish populations and negatively affect the overall reef habitat. Those

making contributions to the effort include: Yamaha Marine, BoatUS, and NMMA. Information on the program is posted here, <http://myfwc.com/fishing/saltwater/recreational/lionfish/challenge/>.

Mercury Earns 7th Green Masters Award

Mercury Marine’s commitment to sustainability has earned the company the “Green Masters” designation from the Wisconsin Sustainable Business Council for the seventh consecutive year. Earning the designation places the firm among the top 20 percent of the approximately 200 participating companies. In 2017, Mercury received a sustainability score of 643 points, above the necessary score to retain its status, and was cited for a new solar panel roof at its headquarters. The program measures companies on a broad range of sustainability issues ranging from energy and water conservation to waste management, community outreach and education. Contact Lee Gordon, Lee.gordon@mercmarine.com.

River Walk Fleet Gets Torqeedo Power

The new fleet of 43 custom passenger boats, which were deployed in October 2017 on the iconic River Walk in San Antonio, Texas, are powered by electric propulsion systems from Torqeedo. The new 27-foot barges typically cruise at four knots and can normally operate up to 12 hours without recharging,



River Walk barges now powered by Torqeedo electric motors.

according to the barges’ operators. They seat 40 passengers and can be configured to support multiple roles for tours, dining, water taxis, entertaining and special events. The River Walk is a network of walkways along the banks of the San Antonio River lined by restaurants, shops, bars, and major tourist attractions. Contact Tess Smallridge, Tess.Smallridge@torqeedo.com.

MyTaskit CEO Gains Innovation Award

Kevin Hutchinson, MyTaskit founder and CEO, has won the 2017 *CEO Today USA* Award, presented annually to CEOs who demonstrate and define leadership, innovation and strategic vision in today’s business world. MyTaskit is a work coordination software platform for service businesses. Hutchinson launched the platform in 2015 and is currently expanding it from the recreational and commercial marine market into the construction, industrial equipment and property management markets. More detail at www.mytaskit.com.



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Calendar & Events



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. Details at <http://www.nmma.org/government/abc>.

West Partners With Network Fish Show

West Marine is in a new TV partnership with "Into the Blue" that began airing in January. The 13 original episodes air on three networks; NBC Sports, Sportsman Channel and Fox Sports Sun. Show hosts are shooting their segments in front of the bait shack at select West Marine

locations and feature products for the "Tips from the Pros" segment. Season ten is airing now and is viewable on demand streaming at <http://www.waypointtv.com/intotheblue>. Contact Margo Donohue, press@westmarine.com.

Northeast Salty Dawg Summer Cruises

The nonprofit Salty Dawg Sailing Association™ (SDSA) invites all sailors to join a cruising rally from the Chesapeake to Maine and then, for the first time, a second rally from Maine to Nova Scotia. Rally to Maine will leave

the Chesapeake Bay on July 8 and the Rally to Nova Scotia will leave Rockland, Maine on August 8. Details at <http://www.saltydawgsailing.org/salty-dawg-rallies/>.

Ladies Fishing Dates in April

Ladies, Let's Go Fishing will host the South Florida Fishing University April 27-29 at Chaos Fishing in Pompano Beach 33064. Women, teens and male guests can learn then practice fishing at several hands-on skill stations, plus have an option to charter fish. Details at www.ladiesletsfishing.com.



Active/ Member

Ben Stein, Freelance Writer, Chicago, IL

Supporting Members

Evinrude, Wendy Wilson, Manager Public Relations, Sturtevant, WI

FLIR Maritime U.S., James McGowan, Marketing Manager, Nashua, NH

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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.