

Inside this issue:

Scholarship Fund Set Up for Donations	2
Earbud Giveaway	
Jeff Napier Has Died	3
Lionfish Dilemma Continues	
Active/Associate News	4
Supporting Members	5
Calendar & Events	6
New Members	

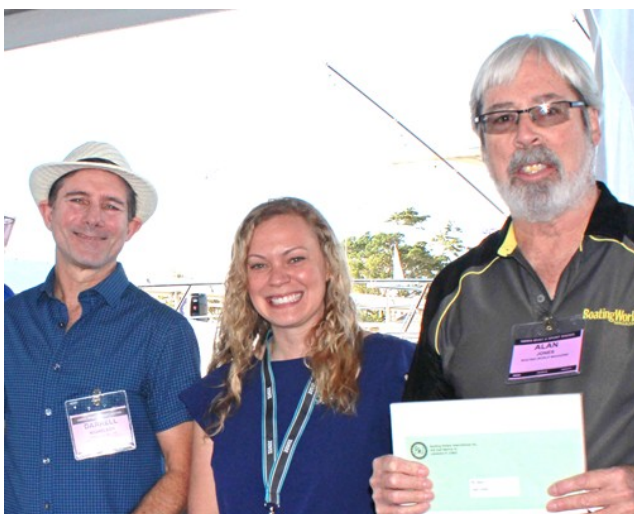
Writing With Eye to Contest

If you don't start thinking about the BWI Writing Contest until you glance at the calendar and realize you only have seven shopping days until Christmas, you're probably costing yourself some money and recognition. Ideally, you should start thinking about next year's entries shortly after submitting those from last year.

If you are writing full time, you are probably cranking out lots of articles and the pressure to churn out stories doesn't lend itself to writing award-winning pieces. But to consistently win, take the time to really polish your strongest stories.

Several of our recent winners have some great advice how to improve your chances in this year's contest.

Past BWI President Lenny Rudow: "Start looking for opportunities to take good articles and turn them into GREAT ones - potential prize-winners - right now. Too many people don't think about the contest until it's too late to do some extra tweaking



Plan now to be in the picture. 2017 Writing Contest awardees Darrell Nicholseon (l.) and Alan Jones (r.) with sponsor Christine Carlson of Volvo Penta.

and cajoling to give an article that something special. Now is the time to be thinking about it!"

Ron Ballanti: "Compelling subject matter is key to making an article 'award-worthy.' Whether it's a fresh new idea or a different angle on a topic that's been done (even many times) before. The next best piece of advice I can offer is to come up with a lead that is impossible to put down. If a magazine reader (or judge, for that matter) can read your opening sentence without dying to know what happens next ... you still have work to do."

To get a better idea of what it takes to win, take a look at

results from the 2017 Contest Winners section (<http://www.bwi.org/best-boating-journalism-recognized-for-25th-year/>). There, you'll find a link to every story that won a cash award last year. Also, consider entering a story in categories with less competition. Last year, the fewest entries were in Boat Maintenance, Boating Business, Boating Lifestyles, The Environ-

ment and most surprising to me, Boating Photos.

I've been getting some great feedback from those members who have ordered the high-end Bluetooth earbuds that were donated to BWI from Yamaha Marine, and we still have some left. They have a retail value of \$60 and I will send you not one pair but two if you are the first 20 to email me and cover shipping (\$5). See the box on page two on how to do that.

You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

Time to Give to the Scholarship Fund

By Ron Ballanti

The BWI Scholarship Fund is up and running and ready to receive donations. While corporate/BWI Supporting Member sponsorships are being lined up, it's important to note that donations of any size are now welcomed from all who wish to support this great cause and help educate the next generation of boating writers. In fact, several BWI active members have already contributed or pledged contributions to the fund.

Members of the BWI Scholarship Fund committee are setting up the process for people to donate electronically. However, anyone who would like to give now can do so simply by mailing a check (for any amount they feel comfortable giving) to: BWI Scholarship Fund, 4599 Deep River Place, Jacksonville, FL 32224. The Fund is recognized as tax-exempt by the IRS under Section 501(c)(3) so qualified donations are deductible to income.

The goal of the program is to award its first scholarship to an undergraduate college stu-

dent pursuing a career in boating media, including writing, photography, video, broadcasting, film or art. The plan is to make an announcement of the winner (or winners) during the BWI Annual Breakfast Meeting at the 2019 Miami International Boat Show in February.

I recently had a chance to spend a day on the water with the very type of person this program is meant to assist. Parker Martin is a sophomore at Salisbury State University in Maryland, and he recently sought out past BWI President and FishTalk Magazine Editor Lenny Rudow to intern for the magazine and "learn the ropes" from one of the best in the business. Parker is a great young man who recently switched his major from Music to Journalism to be more in line with his obvious passion for boating and fishing.

We spent the day on the Chesapeake aboard Rudow's powercat Writeaway, chasing down striped bass and later doing an install for an upcoming product test. I think we both enjoyed playing the grizzled veteran role, as we offered Parker advice on a range of things like setting up fishing action shots, how to take proper notes and what to expect at boating press events.

As we fished and boated our way across the bay, Lenny and I both shared stories about what it's like to



With camera in hand, Parker Martin, a sophomore at Salisbury State University, is hoping to have a career as a boating writer and is interning this summer with FishTalk Magazine. Photo: Lenny Rudow.

make a living in this crazy business. We were honest and up front about the highs and the lows — and I don't think we put even a small dent in his infectious enthusiasm. I think Parker could see through our good-natured ribbing and tell right away that neither one of us regretted our career choice one bit, nor would we change a thing if given a do-over in life.

I walked off the boat thinking, "that was exactly the type of person who could carry the torch as a boating writer of the future." Now, we all have a chance to help make that happen for men and women like him all around the country.

Earbud Giveaway Reminder

Last month's offer for "high fidelity" earbuds for BWI members courtesy of Yamaha Marine got a good response, but there are some pairs left over (see complete details on the front page of the last newsletter by [clicking here](#)).

To get yours, email Alan Jones at boatscribe@comcast.net and pay shipping by sending him \$5 on [PayPal.com](https://www.paypal.com). Click on "send money" then enter his email address, the amount and then click "continue." Click the "Sending to a friend" tab or so BWI doesn't get charged a fee.

1st NMMA Prez Jeff Napier Has Died

Jeff Napier, the first president of the National Marine Manufacturers Association, died at his home in Italy after suffering from Parkinson's disease. He was 78. He had a profound and positive effect on the vitality of the boating industry, spending his entire working life serving it and, ultimately, benefiting his colleagues and the boating public. In a career that spanned 30 years, Napier held numerous roles to support pleasure boating.

Selected to serve as the first president of the newly-formed NMMA in 1980, Napier recorded a long list of accomplishments. In addition to growing the impact and industry ownership of boat shows, he created the original boating industry political

action committee in the 1970's. He created the International Marine Certification Institute (IMCI), gaining recognition by the European Union, which led to certification of U.S. marine products. He promoted the concept of the affordability of boating through financing helping create the National Marine Bankers Association, spreading the slogan that "boats run on financing as well as fuel."

As a consensus builder, Napier helped establish the direction for the Uniting the Industry for Growth campaign, which provided dealers an open forum to meet with manufacturers to discuss sensitive issues. He also convinced NMMA's board to fund extensive research programs, which exposed chal-

lenges the industry was facing and identified the steps that needed to be taken to turn it around. These have since grown into the Grow Boating efforts underway today.

Those who worked with Napier, including BWI Executive Director Greg Proteau, former NMMA Public & Financial Relations Director, have said he mentored many people to improve their livelihoods, was a champion of fair workplace practices and became a reliable and engaging friend to industry leaders, politicians and global marine executives.

For additional information on Napier's life, see www.tradeonlytoday.com/post-type-feature/jeff-napier-first-president-of-nmma-dies-at-age-78/.



Jeff Napier.
Photo: Cathy Rick-Joule

Eating Lionfish Won't Stop Spread

With wildfires, oil spills and other environmental disasters the federal government and media move in quickly, asserts BWI member Pete Johnson. But in his view, that's not happening regarding controlling the invasion of lionfish. Charged with "doing something," the National Oceanic and Atmospheric Administration has created a program and catchy slogan: "Eat Lionfish," though it's not enough to stop their spread.

It's believed in 1985 a South Florida aquarium owner released a few of these ornate invasive fish into the Atlantic. Since then they've rapidly multiplied and spread along the Atlantic seaboard, Carib-

bean and Gulf waters. NOAA scientists recently and "quietly" upped the estimated spawning numbers per female from 2-million to 6-million eggs a year.

Quick to clean off reefs of over 125 species of fish, these voracious eaters have no predators in these waters except for divers with spears. In 2009 lobster trappers in the Florida Keys reported increasing numbers of lionfish bycatch and offers to help trap them were ignored. A "proof of concept" containment project presented to NOAA in 2014 has also met with resistance with four-plus years of multi-agency bureaucratic red tape.

Interested in spreading the word about this ecological disaster? For more details and materials contact Johnson at 480/951-3654 or johnsoncom@aol.com.

Since 1985, a single dot near Fort Lauderdale has exploded into the invasion of lionfish seen on this map in 2017.



Active & Associate Members News

Verdon Moves To Soundings Trade

Former BWI President Michael Verdon has been named Editor in Chief at *Soundings Trade Only*. For the last 20 years, he was U.S. Editor of *International Boat Industry*. He was also a Senior Correspondent at *Yachting* magazine and regular contributor to other mainstream publications on boats and yachts. He will begin the editing job with STO in June. Bill Sisson, who had been STO Editor, was recently promoted to Vice President and Editorial Director of the parent AIM Marine Group, which publishes seven magazines.



Fusion Entertainment drew a crowd of BWI members at its recent introduction in Fort Lauderdale of a new Wi-Fi sound system for boats. Pictured are (from l.) Brady Kay, Zuzana Prochazka, Charlie Levine, Fusion's Chris Baird, Alan Jones and Jim Fullilove. Others attending included Ben Ellison, Alan Wendt, Chris Woodward, Liz Pasch and Eric Colby who were covering the event. Photo: Alan Wendt.

Ellison Has Updated Panbo.com Website

Ben Ellison blogs that, "I am super excited that Panbo has an entirely new website with more and better ways to cover the ever-changing world of marine electronics." The new Panbo is both a website redesign and repository of 14 years of all the entries, comments and images (including 2,486 entries and 25,650 comments) that have lived in a CMS (content management system) now migrated into a WordPress format. Details at www.panbo.com/panbo-new-website-2018-wooooooohooo/.

Virgin Islands End With Charter Gains

The charter yacht industry in the U.S. Virgin Islands is experiencing one of its strongest seasons despite a slow start following major hurricanes last September, reports writer and publicist Carol Bareuther. Limited damage to the marine environment, a nimble boutique-style industry whose vessels were quickly ready for business and swift infrastructure assistance from the federal government combined to facilitate the recovery. There was a 15 percent increase in charters and 32 percent expansion in the number of crewed yachts chartering from November 2017 to April 2018 compared to the year prior period and pre-hurricanes, based on reports. Additional details from Bareuther at bareuther@earthlink.net.



Non-Boating Book Penned by Thompson

Nonnie Thompson, now a BWI member, ran away from her parents' home as she was coming of age in the 1970s amidst a cultural revolution. Her book, *Time It Was*, captures the youthful enthusiasm of those years while tracing the joys and sorrows of a woman who lived them deeply. For "boomers," it's a throwback to the "70s" says one reviewer. Details at <https://www.nonnie-thompson.com/>.

Dix Adding To Catamaran Plans

U.S.-based South African designer and writer Dudley Dix is reporting growing international interest in computer numerical control cruising boat kits, including for a range of big catamaran designs, it was reported in *International Boat Industry*. Dix, told the magazine he is receiving numerous requests for bigger boats in his radius chine plywood design range including a new 65-footer. View his blog at <http://dudleydix.blogspot.com/>.

Supporting Member News

BI Editors Choose Top New Products

Boating Industry editors recently chose 50 of the newest or updated products and services as their top picks for the past year. The following list of products are those of BWI Supporting members chosen for innovation and how they advance their product category – or create something completely new.

- Davis Instruments Snap Tool Multi-Key, newly updated palm-sized version.
- Dometic CFX-75DZW powered cooler, which can hook up to 12V, 24V or 110V or use solar power.
- Evinrude iDock, designed to make boats easy and intuitive to operate.
- Glomex AGC TV Antennas, allow amplifier to be hidden inside the boat.
- Honda 40, 65, 105 Jet Outboards, a lineup to improve boating in shallow waters.
- Mercury Marine 3.4L V6 Outboard, new large displacement O/B, offers mechanical/digital controls, hydraulic/power steering,
- MyTaskit Pro, updated with advanced scheduling, job detailer, real-time interface and new training video library,
- Sabre 45 Salon Express, includes a new utility space to add owner amenities.
- Star brite Ultimate Magic Sponge removes tough grime, scuff marks and stains from most surfaces.
- Suzuki DF350A, features a contra-rotating dual prop.
- Volvo Penta D13-1000 HP Engine and IPS1350, new diesel engine and pod drive is firm's most powerful.

- Yamaha Helm Master Set Point offers three modes: Stay, Fish, and Drift Point. Complete list and additional details are posted at <http://boatingindustry.com/news/2018/05/01/boating-industrys-2018-top-products/>.

Volvo Penta Engines Power World Race

Volvo Penta is the official engine supplier for the sixth time for the Volvo Ocean Race 2017-18, the nine-month round-the-world endurance contest that recently stopped in Newport, RI. Each of the identical one-class racing boats is equipped with a Volvo Penta D2-75 hp. diesel engine with S-Drive. The engines are used to produce electricity for the boats' communications equipment, computers, watermakers, lighting and heating when underway. Contact Christine Carlson, christine.carlson@volvo.com.

Pettit and Marina Join for Customers

Pettit Marine Paint and Suintex Marinas are partnering to provide enhanced customer experiences with technology, service, and support. The effort links Pettit's "Perfect Pick" Bottom Paint Selector for boat owners and the "Certified Applicator" program to deliver training and service to yards. The new program will bring together elements of quality, training and warranty. For its participation, Suintex is said to provide its customers with the longest bottom maintenance

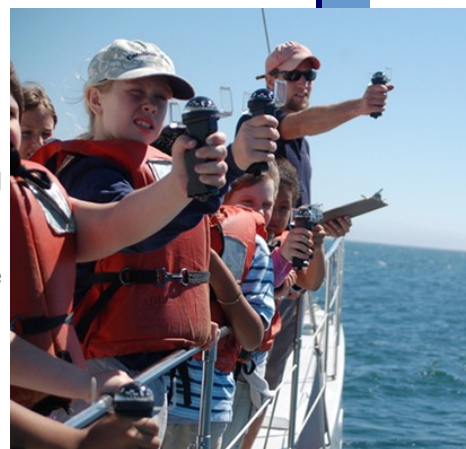
warranty in the business. Contact Scott Townsend, stownsensend@pettitpaint.com.

Davis Helps School Navigate to Record

O'Neill Sea Odyssey will reach a milestone this summer when it educates its 100,000th student. The Santa Cruz, CA-based school, founded by wetsuit innovator Jack O'Neill in 1996, teaches 4th to 6th graders ashore and aboard a 65' catamaran about the marine environment, preserving it and how to navigate through it — without any cost to parents. Davis Instruments donates Hand Bearing Compasses to help teach students the basic mathematics of navigation, along with an emphasis on marine science and ecology. Its website is www.oneillseaodyssey.org. Contact Kelly Flory, news@martinflory.com.

BoatUS YouTube Reach 10K Viewers

BoatUS has reached a milestone of 10,000 YouTube channel subscribers this spring. The most popular video, "How to Trim Your Boat," has nearly 600,000 views. Other popular topics include, "How to Repair Gelcoat," "5 Outboard Maintenance Jobs People Forget," "Beaching Your Boat So You Can Leave Again," "How To Navigate Using a Smartphone," and "How To Back Into a Slip." All are posted at www.YouTube.com/BoatUS. Contact Scott Croft, SCroft@BoatUS.com.



Students learn navigation with the help of Davis hand-held compasses.

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

ICAST Returns in July

The International Convention of Allied Sportfishing Trades (ICAST) is being held July 10 – 13 at the Orange County Convention Center in Orlando, FL. It bills itself as the world's largest sportfishing trade show, is a showcase for innovations in fishing gear, accessories and apparel. Editorial badges are complimentary for current members of bona fide outdoor media organizations like BWI. Registration details are at www.icastfishing.org/media/obtaining-media-credentials/. Contact Mary Jane Williamson, mjwilliamson@asafishing.org.

Miami Boat Shows Set Common Dates

Dates have been announced for the 2019 Miami International Boat Show, owned and operated by the NMMA, and the 2019 Miami Yacht Show, managed and produced by Informa and co-owned by the International Yacht Brokers Association. The two shows will maintain their traditional President's Day weekend schedule and run concurrently from Thursday, February 14 through Monday, February 18, 2019. The 2019 edition of the



Yacht Show has a new location just north of downtown Miami next to the Adrienne Arsht Center for the Performing Arts and Sea Isle Marina. Info at MiamiBoatShow.com, and MiamiYachtShow.com.

METS Builder Awards

Nominations for MetsTrade Boat Builder Awards are open and will be awarded in Amsterdam this November. Initiated by the show and Interna-

tional Boat Industry magazine, they recognize individual and team success within boat building companies globally. Nominees are acknowledged across ten categories of business achievement. Nominations are open to all professionals in the leisure marine industry and available until September 21. Details at www.metstrade.com/boatbuilderawards/.

Women's Sail Confab

The National Women's Sailing Association (NWSA) holds its Annual Sailing Conference, June 2 in Marblehead, MA. The event, which features hands-on land- and water-based workshops and seminars, offers women opportunity to learn or hone sailing skills, network with other women sailors and gain confidence. Details at <https://www.womensailing.org/events-education/womens-sailing-conference/>.



Associate Member

Shari Arfons, Public Relations Counselor, Uniontown, OH

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.

