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You're Either In or Out

Just for fun, I went to our online/member opt-in writer's directory (on the website at www.bwi.org/writers/) to scan the names listed there and learned a few things. For starters, we have no members listed there whose last names start with the letters I, Q or X, so if you know anyone with a last name that begins thusly, tell them they'll have a page all to themselves if they join.

Another thing I learned is that despite having close to 300 writer members, only 182 have entries. Whenever I've had an assignment where I've needed a writer for a specific topic, it's my go-to place, so don't cost yourself some potential money by ignoring it. While going through the directory, I tried to think of an influential marine writer who wasn't in the directory and everyone who is anyone in our business is there.

Then I went to my entry and discovered the only thing under my entry was my name...oops! I quickly remedied that but that should be a lesson for everyone to check and update your information. So for those of you not listed, shoot Greg Proteau an email at info@bwi.org and he will



BWI's Annual Directory -- last year's cover shown -- includes all members plus more association info. Will you be in it?

help you get your info posted.

Next, I went to our list of Supporting members (www.bwi.org/downloads/bwi-supporters.pdf), which totals 55 and found a wide variety of companies and organizations that have the potential to make our jobs easier. If you are looking for a topic for an article you want to pitch to your editors, this is a great place to start. I am always looking for quotes from experts on a variety of subjects and for interesting products to write about and this is a target-rich environment.

In order to help our supporting members get the word out on news-worthy new products or services or if they have an idea for an article that showcases them, we plan to feature these on our website and coordinate this with the IBEX show's Pitch the Press media event in early October. For writers this would be a preview to the event and getting the scoop on what's cool and new. I invite our Supporters to send those ideas to me for a reading on getting them included in the program.

All of this good stuff is a reflection of membership in BWI. In preparation for publishing our annual directory this summer – which is not posted on line but delivered to all members and newcomers through the year – dues for 2018 need to be paid. Those in arrears have received reminders and will get one more before those listings and benefits expire.

We appreciate all members support of BWI. And we hope you will be “in” vs. “out.”

You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

Worker Crunch Impacts Boating

A collaborative effort by marine dealers, manufacturers and state marine trade groups has resulted in the release of “10+1 Strategy: A Marine Industry Guide to Growing the Workforce.” The document addresses what tradespeople say are workforce shortages crippling the marine industry. In the introduction, authors underscore the challenge saying, “This isn’t just a workforce problem. It’s a customer service problem. If we can’t build the boats that we can sell and we can’t service the boats that we have already sold, boating will suffer.”

Endorsed by 25 national, regional and state trade associations, the guide represents an industrywide business plan in the form of an instructive document designed to help



address the marine workforce shortages. It features 10 specific strategies intended to cultivate a unified approach toward building the workforce, as well as a “plus 1” strategy that calls for the hiring of a national workforce

coordinator to spearhead industry efforts.

Underpinning the 11 strategies are nearly 90 specific tactics and more than 20 individual resources that can be implemented and used by national, regional and state organizations as well as industry employers and writers covering the issue. The guide seeks to serve as an industry roadmap to begin addressing worker shortages wherever they are and whatever their existing support or budget limitations may be. It’s posted at www.nmma.org/assets/cabinets/Cabinet518/MarineWorkforceGuide_final.pdf. Contact Ellen Hopkins, ehopkins@nmma.org. For a boating guide to American colleges and marine trade schools visit www.BoatUS.com/Colleges.

Considerate Wakesurfing Promotion

The Water Sports Industry Association is promoting its “Wake Responsibly” campaign for a second year as these activities increase in summer months. Messages stress three key points that address, in part, complaints about water sports, especially wakesurfing:

- Stay at least 150 feet away from docks, structures and shorelines;

WAKE RESPONSIBLY

1 Stay at least 150 feet away

2 Keep music at reasonable levels

3 Minimize repetitive passes



sounds carry over water, when it’s loud homeowners can likely hear it;

- Minimize repetitive passes by moving to varying shoreline areas.

WSIA is asking the industry to help educate boaters about safe practices on the water with marketing materials available for downloading. To

access those, visit www.wsia.net/wake-responsibly/.

- Keep music on board at reasonable levels. Since

Member News

NMMA Adjusts Crew As Ben Wold Retires

Ben Wold, executive vice president for NMMA, retired in mid-May from his role with the association where he served 41 years and oversaw

boat and sport shows. Wold started his career in the industry working on the industry's main trade show, IM-TEC, and succeeded Frank Scalpone as head of all NMMA shows. Said NMMA president Thom Dammrich,

Wold

"Ben has not only shaped our shows but has shaped the culture within NMMA, helping to create a bright, talented and passionate team poised to do great things for the industry." As Wold departs, Jennifer Thompson rises to senior vice president of Boat and Sport Shows.

In another personnel action, NMMA created a new public affairs and government communications initiative to bolster lobbying efforts and visibility among influencers and decision makers. This effort is being led by Ellen Hopkins Bradley who has been promoted to senior vice president and chief communications officer. She will continue to oversee communications and publicity for Statistics and Research and Association Marketing departments. For details on other executive changes, see www.nmma.org/press/article/21967.

Groene Reviews Featurewell Website

Featurewell is a syndicate that offers first, second, regional or foreign rights (depending on where stories originally appeared). BWI member freelancer and editor Janet Groene has a number of service and how-to boat features available there. She offers that boating writers can apply to post their own articles and, while not all are accepted, the commission is modest and the operator reliable. Go to www.featurewell.com, click on "Writers," then "G" and select Groene to see her articles. Others can apply to post their own work. Contact Groene at janetgroene@yahoo.com.

Home Port Adds Two

Home Port Global has signed the manufacturers of Quantum Paint and VersaChock to provide both companies with product marketing & PR services. Quantum products include topcoat paint, varnish and related reducers, cleaners and additives. VersaChock makes removable chocks to secure cargo on deck. More information at www.homeportmarine.com/.

Fishing Gains Seen For Second Year

The Recreational Boating & Fishing Foundation reports participation in fishing has increased for two years in a row measured by the soon-to-be released Outdoor Foundation Outdoor Recreation Participation Report.

Highlights:

- Fishing participation rose 4% to 49.1 million total participants in 2017
- Fishing license sales increased 1.3%, up 4.3% over the last 10 years
- Youth participation at 11.6 million (ages 6-17) up 5.4%
- Female participation increased 3.1% to 17.1 million participants
- First-timers at 3 million up 21% from 2.5 million in 2016
- Hispanic participation up 11% to 4.2 million.

To communicate with participants, media can utilize RBFF's research, marketing and event planning materials found here: www.takeme fishing.org/corporate/resource-center/.

Martin Flory Gains New Accounts

To support its expansion into the North American recreational and commercial marine and RV markets, Glomex has hired Martin Flory Group. The PR firm will promote the company's antenna line and communicate its corporate news. SeaSucker, designer, manufacturer, wholesaler and retailer of vacuum-mounted marine accessories, has hired the firm to promote its products and corporate news. Details at www.martinflory.com.



RBFF's campaign "60 in 60" launched in 2017 to grow participation to 60 million anglers in 60 months is credited with positive results. For details, go to www.takeme fishing.org/60in60/.

Calendar & Events

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ICAST Opens July 10

The International Convention of Allied Sportfishing Trades (ICAST) is being held July 10 – 13 in the North/South Concourse at the Orange County Convention Center in Orlando, FL is a trade event for innovations in fishing gear, accessories and apparel.

NMMA's Marine Accessories Pavilion is a new feature showcasing marine aftermarket accessories and components. Media-editorial badges are complimentary and required for professional writers. Registration details can be found at www.icastfishing.org/media/obtaining-media-credentials/. Contact Mary Jane Williamson, mjwilliamson@asafishing.org.

Long Range Planner

February 14 is Valentine's Day in America, the day everyone gives something nice to someone they love. On that day at BWI's annual meeting in Miami in 2019, the plan includes awarding the first scholarship to an undergraduate college student pursuing a career in boating media: writing, photography, video, broadcasting, film or art. To do that, member participation is needed. Consider sending a tax de-



Associate Member

Leslie Sundahl, Public Relations Counselor, St. Louis Park, MN

Supporting Member

Chevron Products Company, Joe DiFina,
Business Manager — Fuel Additives, San Ramon, CA

ductible check in any amount to: BWI Scholarship Fund, 4599 Deep River Place, Jacksonville, FL 32224. Thank You!

July Dates for NMEA Training

NMEA Marine Electronics Installer Training is scheduled for Sarasota, FL in July. The 23rd is Basic Marine Electronics; 24th, Basic NMEA2000® Network; 25th, Advanced NMEA2000® Network; and 26th, Advanced Marine Electronics. Registration costs and details from Cindy Love, 410/975-9425, clove@nmea.org.

NOAA Highlights Marine Sanctuaries

BoatUS is helping spread the word on the diversity of the National Marine Sanctuary System which protects many of the country's natural and cultural marine resources. NOAA's Office of National Marine Sanctuaries fourth national "Get Into Your Sanctuary" celebration has been staging events that continue through early August highlighting sites along both Coasts, Gulf, Great Lakes, Hawaii and American Samoa. Find information at www.sanctuaries.noaa.gov/visit/giys.html.

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.