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## Keeping Up With High Tech

Many in the industry and observers suggest technology is driving boating, making it more pleasurable or easier to learn. This may be most notable in marine electronics and propulsion (e.g., big outboards and PODS), yet it extends into maintenance, services, security, insurance and more. It's challenging for everybody connected to boats – owners, makers, suppliers, writers, etc. – to keep up with and to try to determine what is really going to impact or change the market. Or improve our own boating and fishing experiences.

Shows and industry events are good at spotlighting what's new or trendy: IBEX covers much of the supply side; NMEA's Expo focuses on emerging electronics; the Fort Lauderdale International Boat Show offers the yacht and international view; and NMMA's Miami International Boat Show and Informa's Miami Yacht Show offer a look at darn near everything power and sail.

Evidence of growing interest in reporting on technological gains comes from the recent *Soundings* plan to recognize "innovative companies" (see more detail on page 3). A fair



**BWI Innovation judges in Miami (from l), Alan Wendt, Pete McDonald, Ann Hoffner, Lenny Rudow and Robert Beringer with a Yanmar rep.**

number of other boating publication editors shine light on “what’s new” for readers.

All of this ties in with the role boating writers play in helping identify what may be “more innovative” or “newer” or simply “cooler” from personal experience or real testing and reporting. The world really does want a better mousetrap, on land or sea.

BWI has been soliciting qualified members and they have been involved in judging since the dawn of marine innovation award programs. The judges are often the first to see what will influence the marine industry in the future. Members interested in serving as judges are encouraged to submit a brief bio to lead judges and BWI Past Presidents Alan Wendt ([alan@wendtpro.com](mailto:alan@wendtpro.com)) to be considered at IBEX or Zuzana Prochazka ([totemgroup@msn.com](mailto:totemgroup@msn.com)) to be considered for the Miami Boat Show in February '19.

Working with IBEX producers, we have also helped manage

the “Pitch the Press” event there which gives media a quick and useful review and exhibitors a chance to promote their “new thing or service.” Picking up on that, we envision an online forum for our supporting members who have products or services they could actually make available to our writers. This would help our supporters reach new media members they perhaps hadn't used before to help tell their story.

Facilitating the flow of information between what drives the boating market and media has always been a key role for us. Participating in judging and reviewing – whether on a show floor, on the water and through our writing – is a mainstay of why readers come to us for objective advice.

You can reach me at [boatscribe@comcast.net](mailto:boatscribe@comcast.net).

**Alan Jones**  
BWI President

# Big Corn Says No to Big Ethanol

In Iowa, a state where big corn farming feeds ethanol production, residents are choosing ethanol-free gas (E0) more than E15 (15 percent ethanol) and all flex fuels (E20, E85) combined, purchasing more than 200 million gallons of E0 fuel in 2016, according to a state department of revenue report.

BoatUS recently spread word that citizens of the number-one ethanol-producing state in the nation prefer ethanol-free fuel providing an example of the need for Renewable Fuel Standard reform. BoatUS Manager of



Government Affairs David Kennedy commented that Iowans know what damage ethanol can do to their vehicles, power equipment and boats.

To keep up with the RFS mandate to increase use of ethanol, EPA granted a waiver to allow E15 into the

marketplace. But only fuels containing up to 10 percent ethanol (E10) are permitted for use in recreational boats, and anything greater voids many marine engine warranties. Marine engine owners have seen damage caused

by ethanol, which also decreases fuel economy. Industry groups have concerns over consumer misfueling resulting from minimal E15 pump labeling requirements.

For information on the issue go to <https://smarterfuelfuture.org/>. Contact Scott Croft, [SCroft@BoatUS.com](mailto:SCroft@BoatUS.com).

# Fishing Adds 2 Million Anglers

More than 49 million Americans took to the water to cast a line in 2017, demonstrating a year-over-year increase of nearly 2 million anglers according to the Recreational Boating & Fishing Foundation's (RBFF) 2018 Special Report on Fishing. "These are exciting figures that reflect the sustained growth in our industry," said

RBFF President and CEO Frank Peterson.

"Getting more Americans to spend time outdoors is a crucial part of protecting our natural resources for future genera-

tions. Anglers and boaters help protect our natural aquatic places and the wildlife that lives there through fishing licenses, boat registrations, fishing gear, boat fuel sales and much more."

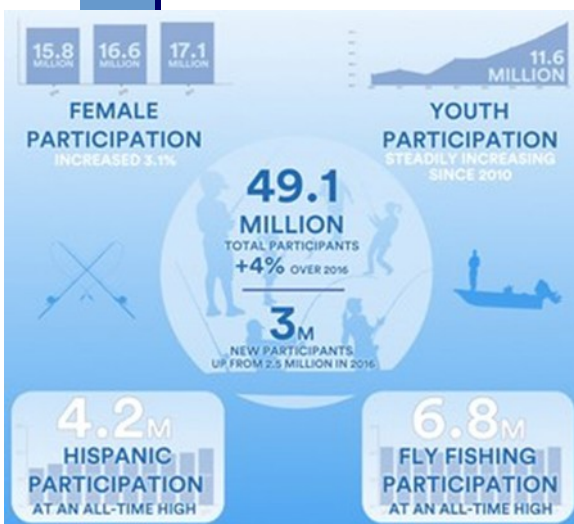
Created in partnership with The Outdoor Foundation, the report provides a comprehensive look at the state of U.S. fishing and boating participation. Key findings from the 2018 report include:

- 16.5 percent of the US population participates in fishing.
- Americans took 885 million total fishing trips or an average of 18 trips per participant.
- New fishing participants accounted for 6 percent of

total participation and tended to be young.

- 11.6 million youth participated in fishing, a 1.2 percent increase.
- 4.2 million Hispanics went fishing in 2017 – a 400,000 person increase and the highest participation rate since the report was created in 2007.
- 84.2 percent of fishing trips resulted in a catch, up slightly from last year.
- 30.1 million people were interested in taking up fishing or rejoining the activity, the highest number since first measured in 2010.

Find the report at [www.takemefishing.org/special-report/](http://www.takemefishing.org/special-report/). Contact Bruna Carincotte, [bcarincotte@rbff.org](mailto:bcarincotte@rbff.org).



## Member News

### Soundings To Name Innovative Companies

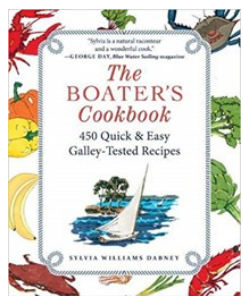
*Soundings Trade Only* plans to recognize companies that its staff perceive are moving the industry in new directions. Those selected as a "Most Innovative Marine Company" will go beyond product development working to transform the industry through the use of new manufacturing processes, marketing approaches, technologies, products, workforce and other initiatives. Applications will be evaluated by a team of *Soundings Trade Only* and AIM Marine Group staff. The winners will be announced in the November issue and on its website. Applications accepted thru August 31. Details at [www.tradeonlytoday.com/page/2018-innovation-awards-nominations](http://www.tradeonlytoday.com/page/2018-innovation-awards-nominations).

### Captains Sought for On-Water Training

The BoatUS Foundation for Boating Safety and Clean Water is seeking U.S. Coast Guard Licensed Captains interested in teaching on-water powerboat handling and navigation skills at locations around the country. Courses are taught in small groups, provided by local partners such as marinas, boat dealers and select Freedom Boat Club locations. Instructors will teach three-hour courses over a day or weekend. Pay ranges from \$250 to \$350 per day. More detail at [www.boatus.com/pressroom/release.asp?id=1416](http://www.boatus.com/pressroom/release.asp?id=1416). Contact Scott Croft, [SCroft@BoatUS.com](mailto:SCroft@BoatUS.com).

### Latest Cookbook Published by Dabney

Sylvia Williams Dabney, a longtime live-aboard sailor with more than sixty thousand offshore miles, shares knowledge of the necessity of



a well-stored pantry and her collection of recipes from around the world in *The Boater's Cookbook*. Readers will find a comprehensive list of what gadgets, gear and supplies to bring and how to store them in limited space aboard a fully functioning yacht galley – whether it's a 27-foot sailboat or a 60-foot motor cruiser. The 450 time-tested recipes by longtime sailors feature stories that came along with them. It's available on Barnes & Noble or Amazon. Contact Dabney at [che-lanwedding@aol.com](mailto:che-lanwedding@aol.com).

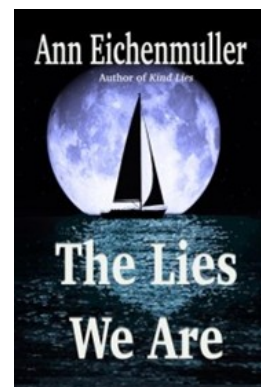
### Indmar Ramps Up Certification Efforts

Indmar Marine Engines has completed the International Organization for Standardization (ISO) 9001:2015 audit for its office and manufacturing facility in Millington, TN. This certification is globally recognized as a quality management standard, is voluntary and compliance must be verified through an independent agency. Explained Scott Clack, Vice President of Business Development, "The

rigor and discipline required to meet the requirements of ISO 9001 demanding certification and audit process is a testament of our core values and consistent approach of placing quality at the heart of our company." Contact Natalie Carrera, [ncarrera@indmar.com](mailto:ncarrera@indmar.com).

### Eichenmuller Pens 2nd Nautical Mystery

Marine writer Ann Eichenmuller's second nautical mystery, *The Lies We Are*, has been released. Confronted with a dead man's secrets and a girl's forgotten past, live-aboard sailor and amateur sleuth Sandi Beck's search for answers pits her against a small-town Southern dynasty, a billionaire developer, and her own conflicting desires. She must decide – will she pursue the truth at any cost, even if the price is her own life? Eichenmuller's first fiction mystery garnered this review in *Chesapeake Bay Magazine*: "A thrilling, twisting tale of love and deception that riveted us until the very end." Available on Amazon and Kindle. To learn more go to [www.anneichenmuller.org](http://www.anneichenmuller.org).



### Martin Flory Adds New Global Client

MCE Marine Group has hired Martin Flory Group to handle its global public relations and product promotion. MCE offers a line of electrical equipment for larger boats and maintains a global service and support network. Contact Kelly Flory, [news@martinflory.com](mailto:news@martinflory.com).

# Calendar & Events

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**Greg Proteau**

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## Entries Sought for NMEA Tech Awards

The National Marine Electronics Association (NMEA) seeks nominations for its Product of Excellence Awards. Presentations will be made at the Marine Electronics Conference & Expo, September 25-28 at the PGA Resort in Palm Beach Gardens, FL. NMEA members are encouraged to participate with nominations due by July 27, Details at [www.expo.nmea.org](http://www.expo.nmea.org). Contact Mark Reedenauer, [mreedenaue@nmea.org](mailto:mreedenaue@nmea.org).

## Grow Boating / IBEX Marketing Summit

The 2018 Grow Boating Marketing Summit will provide opportunities to learn how to leverage digital marketing channels – display ads, video, social media, email, search, websites and more. Sponsored by Grow Boating and Marine Marketers of America, it's open to all industry stakeholders the day before IBEX (October 1) to review the latest tools to effectively market to the next wave of boaters. For agenda, speaker roster and registration go to [www.growboating.org/marketing-summit.aspx](http://www.growboating.org/marketing-summit.aspx).



## IBEX Overview, "Pitch" Date Set

The 28th International Boat-Builders' Exhibition and Conference (IBEX) is set for October 2-4 at the Tampa Convention Center. North America's largest technical trade event for marine industry professionals, it's owned and produced by the NMMA and RAI Amsterdam. Featured are 675 exhibits in a space covering exhibit halls, outdoor displays, and on the IBEX docks. It also offers training and education from industry experts and associations. BWI partners with IBEX to present "Pitch the Press" on Wednesday, October 3 with live presentations of new products on the show floor selected by industry journalists. Presenters pitch for 2 minutes, fol-

lowed by a 1 minute Q&A for press and buyers. Information for media at [www.ibexshow.com/ibex-virtual-press-room/](http://www.ibexshow.com/ibex-virtual-press-room/); registration at [www.ibex-show.com/register/](http://www.ibex-show.com/register/). Contact Andrew Golden, [agolden@rushtongregory.com](mailto:agolden@rushtongregory.com), for media inquiries.



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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](http://www.bwi.org).

Send items to be considered for publication to Greg Proteau, [info@bwi.org](mailto: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.