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Gaining Treasure for Good Works

Pretty much every non-profit organization on earth functions because of donations from those who believe the mission they support is worth their funding. BWI is clearly in this camp with its most visible project, the Annual Writing Awards.

For this, we are always (as are the award recipients) grateful to the sponsors of the 17 writing award categories. Yeah, sure, those sponsors get some publicity for it. Yet the other side of the routine, where “starving writers” get both recognition and a way to pay some bills, is a reality reward.

In this month’s newsletter, more examples of spreading the wealth are seen. Other organizations offer to cover fees for writers attending their events (NMEA’s Expo, IBEX and ABYC’s Legal Seminar). Many of our Supporting members will help with products for reviews, either providing them gratis or offering discounts. Our first raffle giveaway in Miami this year represented some nice donated take-homes for those whose cards were drawn.

Now comes the work of the BWI Scholarship Fund which has registered as an IRS non-



On-water engine tests will continue as a feature available from the IBEX docks in Tampa at this year’s event (see page 3).

profit 501(c)3 and is run independently from BWI, Inc. Suzuki Marine has made a donation of \$1,000 to the 2018 BWI Scholarship Fund, moving the needle in a big way towards helping a young student (or students) pursue a future career in marine journalism. It’s notable that Suzuki has been an ongoing sponsor of the BWI Annual Writing Contest since its beginning.

“We have always appreciated the important role boating writers play in bringing clear, concise and accurate information to the boating public,” said Gus Blakely, VP of Sales for Suzuki. “It’s going to take a new generation of boating writers to share not just technical expertise, but also their passion for the boating lifestyle with a new, younger audience. We are

proud to support this vital effort to bring ‘new blood’ and new ideas to our industry,” he added.

The first-year goal of the program is to award a \$2,000 scholarship to an undergraduate college student pursuing a career in boating media, including writing, photography, video, broadcasting, film or art. The plan is to announce the winner (or winners) during the BWI Annual

Breakfast Meeting at the 2019 Miami Boat Show in February. In addition to Suzuki’s donation, BWI has received personal donations from individual BWI members. The Scholarship Fund is actively seeking donations leading up to the selection process. Read the additional article on page 2 to learn more about donating, as well as how students can apply for a scholarship.

The point of this is to both recognize the support we get and take a moment to thank all those who send some of their treasure (or time) our way.

Thank you all.

You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

NMEA Expo Runs September 25- 28

The National Marine Electronics Association (NMEA) has published the full education and training schedule for the 2018 International Marine Electronics Conference & Expo, which runs September 25-28 at the PGA Resort in Palm Gardens, FL. NMEA's Expo is described as the largest North American trade event for marine electronics.

Each day the education and training sessions will end before the exposition hall opens, allowing all attendees, including exhibitors, to attend both the classroom sessions and marine electronics expo. The education classes are offered on separate technical and business



tracks.

Highlights include:

- Combined Product Expo
- Technical Seminars
- Business Seminars
- Manufacturer Specific Training
- Day Long Installer Training
- Manufacturer Product Awards
- NMEA training
- Networking

For all BWI press members, NMEA will allow free registration. People simply need to tell the national office about their BWI membership. Media contact is Bruce Cole, bcole@mcnabbmr.com.

The link for the complete schedule of all events www.expo.nmea.org/content/schedule/nmea_schedule.

Home page for the event: <http://www.expo.nmea.org>.

Training/education workshops and seminars link: http://www.expo.nmea.org/content/training_education/classes.

Registration page: <http://www.expo.nmea.org/content/attend/register>.

Time to Apply for Scholarship Fund

Applications are now being accepted for the BWI Scholarship Fund which will honor undergraduate college students who demonstrate a passion for the field of boating media and have a clear career goal to pursue this field.

Applications may be downloaded at <http://www.bwi.org/downloads/scholarship/BWI-Scholarship-App-19.pdf> and will be accepted September 15 through November 30, 2018. If you know a deserving college student who would like to pursue a career in boating journalism, photography, video, broadcasting, film, or art, please encourage them to apply. Judges will look for applicants with talent, promise



and firsthand knowledge of the boating life.

To be considered applications must be completed in full by the deadline. Digital submissions should be emailed to info@bwi.org.

The scholarship will be awarded at the annual BWI meeting at the 2019 Miami International Boat Show in February, 2019.

The Scholarship Fund is actively seeking donations. It's

been approved by the IRS, meaning donations will be tax deductible for those who do so. While corporate/BWI Supporting Member sponsorships are being lined up, it's important to note that donations of any size are welcomed from all who wish to support this cause and help educate the next generation of boating writers. Several BWI active members have already contributed or pledged contributions.

Donations can be made by mailing a check to the BWI Scholarship Fund, 4599 Deep River Place, Jacksonville, FL 32224. Questions or comments can be sent to Robert Beringer at robertberinger@yahoo.com.

28th IBEX Ready for October Start

The 28th International Boat-Builders' Exhibition & Conference (IBEX), October 2-4 at the Tampa Convention Center, will offer an elevated educational program and a wide variety of exhibitions from around the world, and give visitors the chance to participate in a number of social and entertainment special events throughout the week. These events are in addition to live and ongoing activities such as Designer Row, the Innovation Way,



OCTOBER 2-4, 2018
TAMPA, FL USA

the Electronics Pavilion – Connected by NMEA 2000, and the IBEX Docks and Outdoor Exhibits.

Starting on Monday October 1, Grow Boating and the Marine Marketers of America present the 2018 Marketing Summit, a day long agenda providing education on digital marketing channels – display ads, video, social media, email, search, websites and more – to explain and employ the latest tools to effectively market to the next wave of boaters. Details at www.grow-boating.org/marketing-summit.aspx.

Monday evening beginning at 5:30 p.m., *Soundings Trade Only* presents the TradeTalks Roundtable Panel & Reception: The Future of the Ma-

rine Aftermarket in the Marriott Tampa Waterside Ballroom, 700 S. Florida Ave.

Tuesday October 2 is the official opening day of IBEX, with an industry breakfast and awards Ceremony held at the Tampa Waterside Marriott Hotel, Grand Ballroom. NMMA President Thom Dammrich and motivational business speaker Rich Karlgaard will deliver keynotes.

Industry awards will be presented along with the IBEX Innovation Awards, judged by BWI members Alan Wendt (Chair), Zuzana Prochazka (Co-Chair), Capt. Sergio Atanes, Phil Gutowski, Glenn Hayes, Heather Maxwell, Craig Ritchie and Ben Stein. (See information on the awards and judges backrounders at www.ibexshow.com/wp-content/uploads/formidable/3/IBEX-2018-Judging-Panel-Press-Release-082818.pdf).

New products that catch the eyes of Innovation judges and other show staff roaming the exhibit hall will be spotlighted again on Wednesday October 3 at IBEX Product Pitches, emceed by BWI President Alan Jones and scheduled for 11 to 12 p.m. in the Tech Talk Theater, 3rd Floor Exhibit Hall. These rapid-fire presentations by exhibitors last two minutes



with a one-minute Q&A for press and buyers.

Technical sessions and IBEX Seminar Series are created with Education Partners including ABYC, NMEA, and IBEX co-owners NMMA and *Professional Boat-Builder* magazine. These offerings are detailed at www.ibexshow.com/2018/06/25/ibexs-education-partners-deliver-the-goods/.

An general daily overview schedule of events is posted at www.ibexshow.com/schedule-at-a-glance/.

Media can find background information on www.ibexshow.com/ibex-virtual-press-room/.

Media registration is posted at www.ibexshow.com/register/ and managed by Andrew Golden, 617-413-6521, agolden@rushtongregory.com.

Invasives Control Subject of Report



The American Boat & Yacht Council (ABYC) has published a technical information report regarding Aquatic Invasive Species (AIS) with consideration to the design and construction of boats, trailers, engines, components, and accessories in order to minimize the spread of AIS. The report reviews current

AIS inspection and decontamination processes and provides best practices and recommendations.

AIS include plant life such as Eurasian watermilfoil and water hyacinth, and animals such as spiny water flea, quagga and zebra mussels. The impact of AIS has already resulted in the limiting of boat access to many aquatic resources throughout North America, the closure of public boat ramps, and the reduction of availability for fishing and boating.

Infestation can often result in serious damage to boats and components. Invasive plant life can foul propellers, jam impellers and cause bilge pump failure. Mussels can attach to boats and negatively affect performance, cause

engine component failure, and obstruct water lines causing system failure.

The technical information report is a result of the work originally initiated at ABYC's AIS Summit in 2015, which brought together the boating industry and natural resource management community.

A second ABYC AIS Summit was planned for September 20, 2018. To download the AIS report go to www.abycinc.org/AISreport. Contact: Shannon Aronson saronson@abycinc.org.

In a related effort the U.S. Fish & Wildlife Service is campaigning to stop invasives. Organizations interested can join the effort by signing up here: stopaquaticinvasives.org/activities/partners/.

FLIBS Alerts Media to '18 Changes

Organizers of the 59th annual Fort Lauderdale International Boat Show, taking place Wednesday October 31 through Sunday, November

FL FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW


Marine Industries Association
of South Florida

3, are reporting several new developments associated with logistics for members of media visiting the show, including credential registration, location of the new media center, and the new media welcome event.

Credential Registration: Complimentary media credentials will be available to

active members of the media on assignment to cover the show editorially. The link to register is www.computers.com/servlet/ar?evt_uid=108&site=MEDIA.

Media Center: The FLIBS Media Center will move to a new location at I Hall of Fame Drive, along State Road A1A, just outside the boat show and immediately north of the show's new main entrance.

Media Welcome Event: The traditional Media Briefing & Breakfast, which historically took place on the opening morning of the show, has been redesigned as an evening cocktail reception and

will take place on Tuesday, October 30, the evening before opening day. Details are in development and will be shared when available.

Schedule of Media Events: To view the schedule of events to which media are invited (or to post an exhibitor event) go to <https://www.flibs.com/en/media/media-special-events.html>. Contact event hosts directly with any questions.

More Information: Media with questions or needing assistance can contact Daniel Grant, dgrant@piersongrant.com, or Marielle Sologuren, msologuren@piersongrant.com.

Member News

McAfee Passes On

BWI member Roger McAfee passed away in early August at the age of 79 in Burnaby, BC, Canada. Of his BWI service, president Alan Jones said, "Those who worked with Roger will miss his honesty, willingness to ask hard questions and dry wit. He will be greatly missed." A boater

his entire adult life, his writing career was split into two phases – for 30 years practicing law and doing Labor Relations Consulting and later as a freelance journalist. He contributed to *Pacific Yacht-*

ing, *Sea*, *Southern Boating*, *Lakeland Boating* and *Show-Boats International*. He also was a seminar presenter at the Vancouver and Seattle Boat Shows and the Port Townsend Wooden Boat Festival. He authored two books, including "The Warm Dry Boat." A Board member for BWI, McAfee served as an Innovation Awards judge at IBEX and Miami and a "Best of Show" judge in Vancouver, Canada. A celebration of his life is set for October 18; for details contact son Ed McAfee at sonofrogermcafee@gmail.com.

Star brite Acquires Teak Care Products

Star brite, a subsidiary of Ocean Bio-Chem, Inc., has acquired Snappy Marine, Inc., a distributor of teak care products for the marine in-

dustry. By acquiring Snappy, a well-recognized brand with an established U.S. and International following, Star brite has expanded its product offerings and market share and plans to efficiently expand the Snappy product line while also positioning it for entry into homecare markets. Snappy products have been produced by Star brite since 2016 in the Company's 377,000 sq. ft. manufacturing facility located in Montgomery, AL. Contact Bill Lindsey, blindsey@starbrite.com.

Performance Metals Has New Owner

Performance Metals Products, manufacturer of Navalloy® aluminum anodes, has completed its multi-year transition of all business functions to its new owner, Caldwell Casting in Cambridge, MD. "This change represents a new focus on the Performance Metals brand, with plans for an expanded product range and dedicated resources supporting its future growth," said Martin Wigg, president. Caldwell has manufactured die castings for over 70 years and Navalloy anodes will continue to be made to military specifications. Contact news@martinflory.com.

Chevron Unveils New Marine Fuel Formula

Chevron Products Company has introduced new Techron Marine Fuel System Treatment formulated specifically for gasoline-powered boats and the marine environment

and began offering it to the boating public in August. It can be used in boats powered by all inboard, outboard and sterndrive gasoline engines, including two-stroke, four-stroke, carbureted, port or electronic fuel injected and direct-injected engines. The company says Techron Marine stabilizes fuel up to 24 months, is not just a storage product, delivers performance benefits and won't contribute to phase separation. Contact Ron Ballanti, ron@strike-zone.net.

Hugger Expands Maine Resort Empire

BWI member Ted Hugger, who volunteers to format the annual directory listings, reports he bought a second inn this past spring. The new one, Cedar Crest Inn (www.cedarcrestinnmaine.com), is located in Camden, ME (37 units, restaurant, pool, etc.), convenient for people doing business in Camden, Rockport, Rockland, Belfast and Thomaston. His other property is the Cod Cove Inn in Edgecomb, ME (www.codcoveinn.com) convenient to Boothbay, Boothbay Harbor, Southport, Bristol, Damariscotta, Wiscasset, Bath and Brunswick. A 10% discount is offered to marine industry professionals who are in the area on business. Contact is ted.hugger@gmail.com.

Hugger's Cod Cove Inn is adjacent to the Edgecomb coastline.



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Calendar & Events

ABYC to Repeat Marine Law Seminar

The American Boat & Yacht Council (ABYC) will hold a third annual Marine Law Symposium January 8, 2019, at the Renaissance Hotel in Seattle, and is inviting three BWI members to attend with registration and room fees covered. Attendees will receive an in-depth view of two fatal boating accidents and the lawsuits that followed - one resulting in a verdict, appeal and a retrial; the other involving an improper repair on a sophisticated product. The agenda also includes: a Mock Deposition; tips to become an Expert Witness; a look at tools and resources used to effectively research a case; and review of the role of law enforcement in proceedings. Contact Shannon Aronson, aronson@abycinc.org.

Registration Opens for '18 - 19 NMMA Shows

NMMA has opened its boat and sportshow trade credential registration for the 2018-2019 show season. Media badges should be requested on each show's website. Valid media credentials are needed to retrieve media badges

(business cards and I.D.).

Other industry members can request trade credentials which provide access to each show two hours prior to opening. Trade credentials are complimentary for NMMA members until November 15 then cost \$35. Non-members can register for \$35 until that date after which the price increases to \$40. To view a list of NMMA boat and sport shows go to www.boatshows.com/; register for trade credentials at www.nmma.org/shows/trade-registration.

New Maps Issued For Federal Lands & Water

Federal agencies manage huge swaths of land and water for recreational purposes. These agencies range from the National Park Service to NOAA, which manages marine protected areas, and they coordi-



nate with each other through a Federal Recreation Council. A new map released in August displays the recreation lands and waters managed by seven federal agencies on one side and provides an overview of each agency and the recreation opportunities it offers on the other side. A hard copy of the map has not yet been produced, but related information and downloads are available from GreenInfo Network, the firm which coordinated production, at www.protected-lands.net/uses/new-federal-recreation-lands-poster/.



Active Members

Dave Wills, Publisher, Jupiter, FL
Sergio Atanes, Freelance Writer, Wesley Chapel, FL

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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.