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Writing Awards & Prizes in Miami

We're only a few weeks away from NMMA's Miami Boat Show and Informa's Yacht Shows and, once again, members of BWI will gather at MIBS on Thursday, February 14 from 8 to 9:30 at the Peroni Lounge on Pier 4 to find out who are the winners in this year's annual writing contest. This year there were 343 entries, which eclipsed last year's total by 72. See more details on page 2. Our colleagues at Marine Marketers of America will also present their Neptune Awards during the program.

In the past, the cost for these breakfast events have come straight out of BWI's and/or co-hosts pockets. All showgoers know food – and AV – costs are substantial. Just finding a place to hold our events is also a challenge, but with help from MIBS show management, we've been accommodated at the Miami Marine Stadium site since moving there a few years ago.

This year the total event cost is being picked up by Yamaha Boats. They have a game-changing new product to unveil at a press event immediately following our soiree and I hope everyone will attend. I guarantee you won't be disappointed.



Kevin Falvey accepts his Sea Tow prize membership at last year's annual meeting from company president Kristen Frohnhoefer.

Throughout the event we will be giving away some great prizes generously donated by our supporting members so you'll be a winner even if you don't snag a writing award. In addition, Yamaha Outboards is planning to give something to each BWI attendee and we'll update you on the other prizes we'll be giving away in a special pre-show e-letter events blast.

FLIBS Media Update

In response to our membership's collective concern over the press amenities at the most recent Fort Lauderdale International Boat Show, BWI executive director Greg Proteau and I were invited to

participate in a conference call with seven representatives from Informa U.S. Boat Shows, Marine Industries Association of South Florida and Pierson Grant Public Relations to discuss what happened and what we'd like to see at next year's show.

As we suspected, the amenity vacuum was a dropped ball issue rather than a deliberate snub and the promoters of the event assured us they valued our collective power to help them promote FLIBS. We helped them understand the many ways we use the press room and detailed our basic needs.

Due to construction of the next phase of the show's makeover, they couldn't guarantee we could get the location moved to within the show's perimeter, but they assured us that our voice was heard and that they would work hard to create an environment that will allow us to do our jobs as efficiently as possible.

I'm looking forward to seeing you in Miami. You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

Writing Contest Entry Tallies Rise

Contest Categories & Sponsors

Boating Columns – sponsored by KVH Industries, Inc.

Boating Lifestyles – sponsored by Discover Boating

Boating Profiles – sponsored by ZF Marine

Boating Travel or Destinations – sponsored by
The Moorings

Boating Adventures – sponsored by Yamaha Marine

Boating Photography – sponsored by
Freedom Boat Club

Environmental Awareness & Education –
sponsored by Torqeedo Inc.

Fishing – sponsored by Suzuki Motor Corporation

Boating Issues, News and Analysis – sponsored by
Mercury Marine

The Business of Boating – sponsored by Evinrude

Seamanship, Rescue & Safety – sponsored by
Sea Tow Services International

Technical Writing – sponsored by Dometic Marine

Boat Tests & Reviews – sponsored by Volvo Penta

Gear, Electronics & Product Tests – sponsored by
Xantrex/Schneider Electric

Boat Projects, Renovations & Retrofits –
sponsored by Evinrude

Boating Videos – sponsored by

Boat Owners Assn. of the U.S.

Sixteen categories in the 2018 Writing Contest were valid (requiring at least 10 entries) this year. Top categories were Travel and Columns while lowest was Boating Photography. Overall final count is 343 entries by 119 entrants compared with 277 entries by 126 entrants, respectively, last year.

First-, second- and third-place scorers will receive cash awards of \$500, \$300 and \$200, respectively, Thursday February 14 during the Annual Meeting in Miami. Certificates of Merit, numbering 47, will also be announced in the press release issued in concert with the ceremony.

Categories and entry numbers are as follow:

Boat Projects & Retrofits	23
Boat Tests & Reviews	26
Boating Adventures	22
Boating Columns	32
Boating Issues	15
Boating Lifestyles	19



Boating Photography	10
Boating Profiles	29
Boating Travel	33
Boating Videos	16
Business of Boating	21
Environmental Awareness	18
Fishing	22
Gear & Product Tests	18
Seamanship & Rescue	16
Technical Writing	25

Cash awardees are advised by email that they “won something” and invited to retrieve it. Sponsors, noted nearby, will be invited as well to hand out the awards. Merit Certificates will be mailed after the Miami Show.

Boat Innovations In Minneapolis

NMMA and BWI presented 2019 Minneapolis Innovation Awards on January 23, opening night of the Minneapolis Boat Show. The Awards program came to Minneapolis in 2018 to focus on the following categories: aluminum fishing



Lund's Aluminum “Adventure”

boats, fiberglass fishing boats, and pontoon boats.

Judges, drawn from the BWI

membership, were: Alan Wendt (Chair): Past President of BWI who does new product testing for *Lakeland Boating*; Bill Gius, a contributing writer to *Pontoon & Deck Boat Magazine* and *Great Lakes Boating Magazine*; and Brady Kay, executive editor of *Pontoon & DeckBoat*, *Houseboat* and *Great Lakes Boating* magazines.

This year's program evaluated eleven products with judges selecting three:

Aluminum Fishing Boats:
Adventure, Lund Boats

Fiberglass Fishing Boats:

WX2200, Skeeter Boats

Pontoon Boats:

Mirage 8524 DLZ Bar,
Smoker Craft, Inc.

“It's gratifying to see many of the innovations, first introduced at IBEX, being interpreted so many different ways in these boating categories on display in Minneapolis,” said Judging Chair Alan Wendt.

For general questions about the Innovation Awards, contact Rachel Harmon, rharmon@nmma.org.

Supporting Member News

Top 10 Stories In BoatUS Magazine

A fascination with celebrity boaters and dramatic boat collisions combined with practical boating tips and the desire to learn from others' mistakes were just some of the most-read topics to make *BoatUS Magazine's* Top 10 Stories of 2018. The magazine is delivered to more than half a million members of BoatUS. Other articles in the top ten included: details of new tax provisions; reasons boats get towed; boats under \$30K; improving fishing regulations; and alternatives to ethanol. View the top ten at www.BoatUS.com/2018-Top-10.

Martin Flory Group Adds New Clients

Martin Flory Group recently added two new clients to its corporate roster. It will provide North American public relations services to Boatsetter, an online peer-to-peer boat rental marketplace; and serve Nauti-Tech Systems to promote its line of marine electrical and electronic systems. Contact Kelly Flory, kelly@martinflory.com.

NMMA Offers New Boat Safety Series

NMMA is offering a new series of boating safety brochures to help educate consumers on important safety guidelines. The series is available in print-ready and digital formats at no cost to the recreational marine industry. Each brochure, which

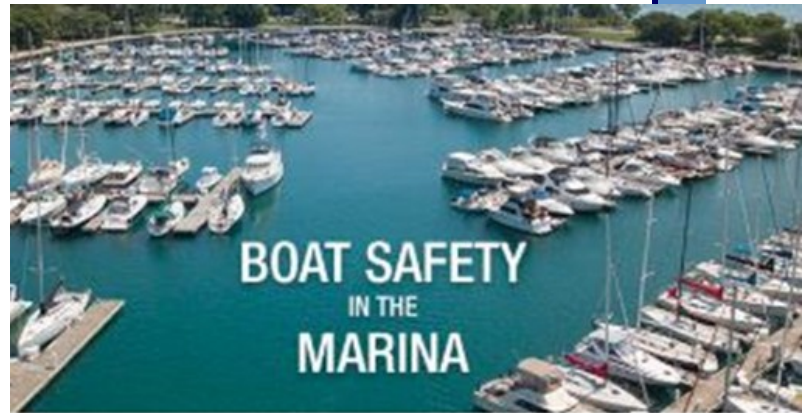
covers safety information, helpful tips, and contact information, can be printed as a physical brochure or used online through an embed code. Topics include: Safety in the Marina; Carbon Monoxide Poisoning; Electrical Shock Hazards; Green Boating; Marine Fuel Systems Safety; Propeller Safety; Towed Watersports Safety; and Operating Guidelines. Details at www.nmma.org/certification/products/brochures.

RBFF Suggests DIY Video Tips

With video marketing spreading, the Recreational Boating & Fishing Foundation is suggesting that more writers and organizations add video content to their routines. With advances in technology and free or inexpensive editing tools, equipment needed is growing and may not require a dedicated budget. Tips outlined include content strategies, equipment options, where to find talent and crew, editing routines and where the videos can be hosted for various audiences. To review the tips, go to www.NewsWaves#video.

Furuno Radar Used For Wildlife Research

The nonprofit Avian Conservation Center in Awendaw, SC raises public awareness of ecological issues and encourages the public to become active contributors to wildlife conservation efforts. Last September the Center's 15-year old Furuno radar, which



tracks migration patterns of birds of prey, needed a discontinued part. Furuno technicians secured a replacement from their own spares, provided it free of charge, revived the aging radar, and enabled research into raptor migration to continue. Contact Jeff Kauzlaric, jeffk@furuno.com.

NMEA Issues New Satellite System Guide

The National Marine Electronics Association (NMEA) has published a new version of NMEA 0183-Version 4.11, which includes updates to the Global Navigation Satellite Systems used in the U.S. (GPS), Russia, Europe, China, Japan and India. NMEA 0183 continues to evolve outside of the marine recreational market. Other sectors including surveying, mining, excavation and consumer goods use NMEA 0183 because of the growing integration of IoT (Internet of Things) and "Big Data" applications, as does SOLAS (Safety of Life at Sea) on commercial vessels. Contact Steve Spitzer, sspitzer@nmea.org.

Safety in the marina is one of nine titles in the series being offered by NMMA

MIBS & Yacht Show Partner Up

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NMMA's Miami International Boat Show and the Miami Yacht Show, co-owned by Informa and the International Yacht Brokers Association (IYBA), are working together to promote both events now being held in Miami on the same dates – February 14-18. Prompting the partnership is the 2019 move of the Yacht Show to downtown Miami at One Herald Plaza, across Biscayne Bay from MIBS on Virginia Key at Miami Marine Stadium. The Yacht Show has an additional "Super Yacht" location at Island Gardens on Watson Island.

The partnership includes a joint advertising campaign, a combination ticket for those looking to attend both events, and free shuttle bus transportation between both shows. Both shows also offer convenient access via dedicated park-and-ride lots, and public transportation, including Miami's Metrorail and new Brightline train service. MIBS also offers free water taxi service from Bayfront Park and American Airlines Arena and the Miami Yacht Show will run tenders between its downtown and Super Yacht sites.



Combined, the shows will bring nearly two thousand boats, yachts and superyachts. MIBS will feature more than 1,400 new boats ranging in size from 10 feet to 100 feet with a large selection of marine accessories and equipment by more than 500 exhibitors. The Yacht & Super Yacht Shows will feature more than 500 new and brokerage yachts and superyachts ranging from 40 feet to over 320 feet and features a 67,000 sq. ft. climate-controlled tent where more than 225 upland exhibitors can be on display.

For information on MIBS go to www.miamiboatshow.com/ [mediacenter](http://www.miamiyachtshow.com/); and for the Yacht Shows visit <https://www.miamiyachtshow.com/>.



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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.

