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FLIBS Is Nearing and Listening

The Fort Lauderdale International Boat Show launches late this month and the owners, Marine Industries Association of South Florida (MIASF), and producer, Informa Exhibitions, are reporting that it will be bigger and better than ever.

Commemorating 60 years, the show is adding a Superyacht Village location bringing to seven locations which will attract an expected 110,000 worldwide visitors.

Informa and MIASF take an annual look at ways to improve the big event to make major changes or tweaks to address visitor and exhibitor value or comfort. A challenge this year is the reconstruction of the Hall of Fame (HOF) Marina which has resulted in lots of moving and shaking.

Early this month, we had an encouraging conference call with show officials about media needs. Participants included Lana Bernstein from Informa, Patience Cohn of MIASF, the new public relations team Laura Acker and Iliana Torres-Sanchez from Kreps DeMaria, myself, Zuzana Prochazka and Greg Proteau.

At last year's show, the Media Center was a disappointing experience on many levels and



Photo: Informa U.S. Boat Shows

we brought our concerns to the organizers. And they listened. This year's Media Center will be located at 5th Street and A1A. See the location (#13) on the show map here <https://www.flibs.com/en/attend/maps.html>. It's an air-conditioned building on the HOF property near where show busses will be staged. There will be wifi, drinks, and space to leave backpacks or show material. It will be open until 6 p.m. October 29, the day before show opening for credential pickup, and through the balance of the event.

We also asked that media be allowed entrance to show venues before and after public hours. This allows getting to numerous exhibitor events held beyond public hours.

Our request that the media center return to the more convenient location near or at the Bahia Mar Hotel is on

hold. This would help both writers and those holding product intros or hospitalities since most of these occur at Bahia Mar or in the tents and docks on "that end" of the show. Support area space is at a real premium and its availability has been compli-

cated by the HOF construction, and at the Fort Lauderdale Convention Center planned for next year. Even so, we'll continue to encourage this change going forward.

ZF Marine/BWI Breakfast

Plan to join us for our show hospitality event. Celebrating its 8th year, ZF Marine is again hosting BWI members on Thursday October 31. Marketing Manager Martin Meissner notes, "Get into the show while things are still quiet, enjoy a great breakfast, and then hit the docks ready for your day." Breakfast is 8:30 to 9:30 a.m. at the ZF Marine booth – 1042, just inside the South Gate entrance to the show at Bahia Mar. RSVP to Meissner, martin.meissner@zf.com.

You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

NMEA Salutes Top Electronics

Marine electronic manufacturers were recognized at the National Marine Electronics Association's Conference &

Expo held in mid-September. A total of 18 products received honors in three award competitions.

NMEA members selected the winners in 16 categories of the annual

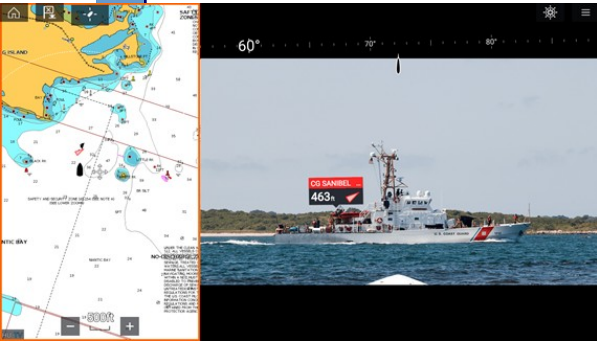
Product of Excellence Awards through an online voting process. Awards were given to a number of BWI Supporting Members in these categories:

- Satellite TV Antenna - KVH TracVision TV3

- Radar - Furuno DRS4DNXT
 - Fishfinder - Furuno DFF3D Multi-Beam 3D
 - Satellite Comm. Antenna - KVH TracPhone V3HTS
 - Marine Camera - FLIR M400XR
 - AIS - Furuno FA170 Class A
 - NMEA 2000 Sensor - Furuno SC33 Satellite Compass
 - WiFi/Cellular Device - KVH TracPhone LTE-I
 - Commercial - Furuno FAR2228BB IMO Radar
- The NMEA Technology Award names a single marine electronics product that scores highest in the same four criteria categories that were used for the Best New Product Award. The judges

chose Raymarine/FLIR's ClearCruise AR as the winner from among 11 entries. "ClearCruise AR is an industry-first technology that combines augmented reality and advanced image stabilization to help boaters make smarter and faster navigation decisions by placing visual overlays of nav aids, AIS traffic and destination waypoints on Raymarine Axiom multi-function displays," judges said.

Judges this year included BWI members Lenny Rudow and Jim Fullilove. Complete award details are posted at www.nmea.org/Assets/NMEA%20ProductAwards.pdf. For more information contact Mark Reedenauer, mreedenaue@nmea.org.



Screen view of Raymarine/FLIR's ClearCruise AR

IBEX Awards Innovations

The 2019 IBEX Innovation Awards, managed by NMMA and judged by BWI, were presented October 1 at the International BoatBuilders' Exhibition and Conference (IBEX). Eight BWI judges with various technical backgrounds selected the new product winners from more than 100 entries submitted – the largest program to date.

Judges drawn from the BWI membership were: Alan Wendt (Chair), Zuzana Prochazka (Co-Chair), Lenny Rudow, Brady Kay, Phil Gutowski, Andrew Adams, Capt. Barb Carey, and Capt. Debbie Hanson.

BWI Supporting Member products recognized in the program included:

- Inboard Engines: Volvo Penta, Next-Generation D4/D6 Marine Propulsion Systems: "The ability to reengineer both the D4 and D6 propulsion systems brought out about higher horsepower, better fuel efficiency, significantly lower maintenance cost, extended service intervals and stationary positioning for stern drives," said Alan Wendt.
- Mechanical Systems: Dometic Corporation, Turbo Global Air-Conditioning Unit: "The air conditioner to replace them all. Dometic goes global with support for any voltage around the world," said Phil Gutowski.
- OEM Electronics: Dometic Corporation, E-Actuator:

"Ditch the hoses, ditch the hydraulic fluid, ditch the pumps, people – the Optimus E-Actuator eliminates them all," said Lenny Rudow.

- Outboard Engines: Evinrude, E-TEC: "Finally, a 115-horse two-stroke outboard that can compete head to head against any four-stroke on the market and in some ways, maybe even beat it," said Rudow.

Awards presented in 15 categories can be found here: www.nmma.org/press/article/22902. BWI members interested in judging new products at several venues should contact Zuzana Prochazka, For award info, contact Andrew Golden, agolden@rushtongregory.com.



Supporting Member News

Volvo Celebrates Six Decades Of Tech

Volvo Penta is celebrating the 60th anniversary of its Aquamatic sterndrive. Since debuting the product in 1959, Volvo Penta has remained innovative introducing the DuoProp (1982), Inboard Performance System (IPS) (2005), Joystick (2006), Glass Cockpit (2013), Forward Drive (2015) and Easy Connect (2018), among others. Said Ron Huibers, president and CEO, "These advancements have impacted all segments of our business, whether power, sail or the outboard segment." Contact Christine Carlson, christine.carlson@volvo.com.

KVH Signs On To America's Cup

KVH Industries announced that it has been named an Official Supplier of New York Yacht Club American Magic, a Challenger for the 36th America's Cup. KVH has installed advanced satellite-based and cellular-based communications equipment for the team's chase boats for high-speed data transmissions. In addition, the firm is providing fiber optic gyro

KVH's products are providing high-speed data transmission on American Magic's chase boats. Photo: Amory Ross, NYYC American Magic.

(FOG)-based sensors to aid in performance metrics for the team's race boats. Notes Martin Kits van Heyningen, CEO of KVH, "There is special meaning for us since the America's Cup is part of KVH's history, with our very first product developed for a 12-meter yacht preparing for the 1980 America's Cup." Contact Jill Connors, jconnors@kvh.com.

Sea Tow & Prop Firm Announce Promotion

Sea Tow Services International and Turning Point Propellers have announced a partnership to provide boaters with added value and peace of mind on the water. Beginning in January 2020, all of Turning Point's stainless steel and aluminum propellers will provide boaters with up to \$25 off an annual Sea Tow membership. Sea Tow CEO Joseph Frohnhoefer III said, "We want to do everything in our power to ensure boaters have the best possible trip each time they leave the dock, and helping to educate on propeller technology and use." Contact Kristin Frohnhoefer, kristen@seatow.com.

Outdoor Recreation Big Piece of U.S. GDP

Both NMMA and BoatUS are pointing out details of a September report from the Department of Commerce's Bureau of Economic Analysis (BEA) that reaffirms outdoor recreation activities are a significant driver of economic activity in the country, making up 2.2% (\$247.2 billion) of the U.S. Gross Domestic Product. In terms of "conventional" outdoor activities, "boating/fishing" was the largest for the nation at \$20.9 billion surpassing RVing, motorcycling, hunting, and snow activities. At the state level, boating/fishing is the largest conventional activity in 29 states and the District of Columbia. Contact Nicole Vasilaros, nvasilaros@nmma.org or Scott Croft, SCroft@BoatUS.com.

New Furuno Video Shows Accesoring

The latest "Furuno Connections" takes viewers through accessorizing the NavNet TZtouch2 package plus tips and tricks for retrofitting accessories into holes that just aren't quite the right size. The series documents a complete electronics retrofit project aboard a 39-foot tournament fisherman from selecting replacement electronics, to cutting holes, installing all-new equipment, and providing on-the-water demonstrations. See the playlist here: www.youtube.com/playlist?list=PLNAnyrS0eNSy_kODx32YYIMp. Contact Jeff Kauzlaric, jeffk@furuno.com.



Boating and fishing across the U.S. adds up to big bucks in terms of economic impact. Photo: U.S. Coast Guard.



Calendar & Events

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Pre-FLIBS Details

FLIBS is in its 60th year with public hours Wednesday, October 30 to Sunday, November 3. It will span seven official venues this year, with a debut at Superyacht Village at Pier Sixty-Six Marina Southside. FLIBS news, credential and registration links can be found here: <https://www.flibs.com/en/media/press.html>. Laura Acker (lacker@krepspr.com) and Iliana Torres-Sanchez (itorres@krepspr.com) are contacts from the new show publicity team at Kreps DeMaria PR. The show posts a schedule of exhibitor events at <https://teamup.com/ksq9eukkgdsivvqxg4>. BWI will also be sending out a FLIBS e-blast at the beginning of the show week.

Marine Marketers Annual FLIBS Program

The Marine Marketers of America (MMA) will hold its annual membership luncheon on October 31 from 11:30 – 1:00 pm in the Bahia Mar Harbor Lights Room. The keynote presenter is Christopher P. Ramey who will address "The 8 Laws for Marketing to High Net Worth Individuals." Seating is by reservation and is

limited to 90. More information here: <https://marinemarketersofamerica.org/>.

FishTrack to Host Guatemala Fish Event

FishTrack is inviting anglers to Guatemala to improve their skills and learn how to catch more fish in what is said to be the world's top billfish destination. The provider of marine weather, tide and current for offshore anglers, has partnered up with the Pacific Fins Resort and Marina to create the fishing excursion. Dates are December 7-11, 2019. For more information, visit www.FishTrack.com; contact Charlie Levine, clevine@fishtrack.com.



Active & Associate Members

Barb Carey, Freelance Writer/Broadcaster, Oxford, WI
 Susan Colby, Photojournalist, Sherman Oaks, CA
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 Peter Franklin, Freelance Writer, Beijerland, Netherlands
 Stefan Gerhard, Writer/Editor, Berlin, Germany
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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.