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## Year End Cheer & Concerns

Most of us are looking forward to traditional or seasonal celebrations this month and anticipating the changeover to 2020. The year-end scenario is also when we look at our employment situations, whether we work for ourselves, in a corporate environment, etc. Some of us plan to hold steady or may plan changes. Of course, outsiders sometime have ideas that affect that.

On the bright side, our BWI Writing Contest offers all members pretty good odds of earning some cash (which totals \$15K this year), and/or recognition, for great writing (see page 2).

Many of us are looking forward to BWI's Annual Meeting at the Miami Boat Show. That will be Thursday February 13, 2020 at 8 a.m. on the docks in front of the show (more details coming soon).

On the worry side, some states are considering legislation that would reclassify freelancers so that companies would have to hire them as staffers. Proposed legislation aims to improve benefits for certain workers in specific jobs, but the language and scope as written will put others in jeopardy. Freelancers, including writers, have ended



Photo: Newport Beach Boat Parade.

up on the losing side of the current equation.

California and New Jersey are states where proposals are currently being considered, but other states may float similar plans. If writers aren't in states where laws are enacted, they will likely still be affected if publishers are based there.

BWI past president Kim Kavin is actively working the issue in her home state of New Jersey and coordinating with publishers, other writer and freelance groups that recognize the damage they'll face if the bills pass. She recently penned an op-ed piece in the *Washington Post* which can be read here: [www.washingtonpost.com/outlook/](http://www.washingtonpost.com/outlook/).

Lawmakers have said they would "carve out" protections for freelancers they feel shouldn't be included, but Kavin worries that would amount to the example of, "if you like your doctor you can keep your doctor." The core issue, she adds is, "It's time for an in-depth, smart, nuanced national conversation about the meaning of the term independent contractor in the Age of the Gig Economy." Contact her at [kimkavin@comcast.net](mailto:kimkavin@comcast.net).

Also on the concern side was the recent closure of *Sea and Boating World* magazines, which impacts a number of our members, including me as Managing Editor of the latter. There are interested parties looking to acquire the magazines. We recognize the challenge publishers have in keeping their businesses healthy; we hope that those who carry on will consider reaching out to BWI journalists who offer a record of writing excellence.

Happy Holidays from your BWI Board of Directors.

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

**Alan Jones**  
BWI President

# Writing Contest Entries Due Dec. 31

## 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 Kicker Marine Audio

**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

**Boat Tests & Reviews** – sponsored by Volvo Penta

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

**Boat Projects, Renovations & Retrofits** – sponsored by Boats Group

**Boating Videos** – sponsored by Boat Owners Assn. of the U.S.

With a December 31 deadline, BWI's Annual Writing Contest always sees a flurry of entries in the final weeks of the year. Fifteen categories are offered this year, noted nearby. Entries in all categories are welcome from digital-only or print sources.

The contest recognizes the best marine writing and imaging in the world and presents cash awards to first- (\$500), second- (\$300) and third-place (\$200) scorers in each category. Last year, an additional 47 Certificates of Merit were awarded.

Each category requires 10 submissions to be valid and judgeable. Category popularity shifts each year; last year, top categories in number of entries were Travel, Columns and Profiles while lowest were Photography, Issues & News, and Videos. The goal of the Contest is to award all prizes in all categories. Category definitions are included in the contest brochure.



With 15 categories \$15,000 in cash awards are offered. Presentation of awards will be made at the Miami Boat Show during the BWI Annual Meeting in February 2020.

All details are included in a brochure posted at [www.bwi.org/downloads/BWI-Contest-19.pdf](http://www.bwi.org/downloads/BWI-Contest-19.pdf). An electronic form ([www.bwi.org/bwicontest](http://www.bwi.org/bwicontest)) provides the entry process.

BWI members get two free entries as a membership benefit; additional entries can be included for \$25 apiece.

## BWI Reps Serving Grow Boating



**Bryan Seti**

Bryan Seti, general manager of sales and marketing, Yamaha WaterCraft Group, was elected chairperson of the Grow Boating Board of Directors during its annual meeting in November in Chicago. Seti succeeds Joe Lewis, owner and general manager of Mt. Dora Boating Center, who served as chairperson from 2011 through October 2019.

In addition to Seti, a number of BWI-related representatives were elected to the

Grow Boating Board. Engine Manufacturers included Natalie Carrera, Indmar Marine; Michelle Dauchy, Mercury Marine; Susan Bonovich, Volvo Penta; and Dale Barnes, Yamaha Marine. From the Accessory Sector is Laurie Louvier of Dometic. At-Large Representatives include Glenn Sandridge, Bonnier Corporation; Louis Chemi, Freedom Boat Club; and Michele Goldsmith, *Soundings Trade Only*.

During the recent IBEX Show, a Grow Boating Summit presentation included how to leverage digital marketing channels, such as display ads, video, social media, email, search and websites; these can be accessed at [www.growboating.org/marketing-summit.aspx](http://www.growboating.org/marketing-summit.aspx). Contact Carl Blackwell, Grow Boating president, [cblackwell@nmma.org](mailto:cblackwell@nmma.org).

## Member News

### Chesapeake Bay Adds Weekly News to Mix

Chesapeake Bay Media announced in November that it is adding *Bay Weekly*, the southern Maryland-based newspaper, to its growing regional media family. Annapolis-based CBM publishes *Chesapeake Bay Magazine* and *Bay Bulletin* – a 24/7 multimedia news channel – along with several specialty destination, travel, and maritime publications. Launched in 1993, *Bay Weekly* is free and read by an estimated 60,000 people at 500+ locations. “We think local news is most sought-after in the media landscape, and *Bay Weekly* has set a good example how to maintain connections with the towns they serve,” said John Stefancik, *Chesapeake Bay* publisher. Contact Meg Viviano, [meg@chesapeakebaymagazine.com](mailto:meg@chesapeakebaymagazine.com).

### Martin Flory Adds New Client

To develop its market share and increase awareness of its newly launched North American operations, veratron US has hired Martin Flory Group. The PR firm will promote the company's line of veratron and VDO Marine sensors, controls and instrumentation. Contact Kelly Flory, [info@martinflory.com](mailto:info@martinflory.com).

### RBFF Web Plugin Eases Registrations

Links to RBFF's Fishing License & Boat Registration Website Plugin is now on the websites of 88 brands. The tool, which brings license and

registration information straight to the users of any consumer-facing website, recorded 111,000 sessions in the month of October.

Among others, Amazon has added the plugin to its site. A click directs consumers to the proper state agency pages to purchase fishing licenses and register boats, ultimately leading to more funds for conservation efforts and more links to referrals to readers and customers. Access the plugin at [www.TakeMefishing.org/websiteplugin](http://www.TakeMefishing.org/websiteplugin).

### Sea Tow Presents Boat Safety Awards

The Sea Tow Foundation recently announced winners of its inaugural National Boating Industry Safety Awards. They were established to honor the best boating safety efforts in the for-profit sector of recreational boating in the U.S. Three BWI-related firms received recognition:

- The Top Marine Media Award for Boating Safety was presented to Bonnier Corporation.

- The Top Marine Marketing and Boating Safety Outreach Award was won by Yamaha Outboards.

- A new award went to Freedom Boat Club in recognition of its outstanding adoption and promotion of the Sober Skipper program.

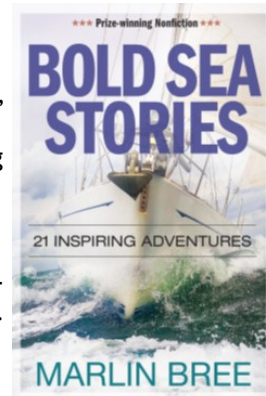
For more information about the Sober Skipper program, visit [www.soberskipper.com](http://www.soberskipper.com). Contact Gail Kulp, [gail@boatingsafety.com](mailto:gail@boatingsafety.com).

### Bold Sea Stories In Bree's New Book

A compilation of 21 historical tales of great adventure have been packaged into Marlin Bree's newest offering dubbed *Bold Sea Stories*. A multiple recipient of BWI's Writing

Awards, including two Grand Prizes, he has a knack writing about the legends and lore of the world's wickedest waters. With a mariner's insight he offers

rousing details of notorious storms, shipwrecks and doomed crews fighting incredible challenges. “If someone has read one or two of my tales in previous books or magazine articles, they will find them changed: edited down, refined, snapped up a little,” says Bree and notes a publication date of April 2020. More at [www.ipgbook.com/marlor-press--inc--publisher-MRL](http://www.ipgbook.com/marlor-press--inc--publisher-MRL); contact Bree at [marlin.marlor@minn.net](mailto:marlin.marlor@minn.net).



**On hand for the Safety Award presentations were (from l. to r.): Gail Kulp of Sea Tow, Hunter Bland of Yamaha Outboards, Kevin Falvey and John McEver of Bonnier, and Barry Slade and Nic Thomas of Freedom Boat Club.**



# Calendar & Events

## BWI OFFICERS

### President

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### 1st Vice President

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**Brady Kay ('19)**

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## BWI Past President

**Lenny Rudow**

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## Executive Director

**Greg Proteau**

[info@bwi.org](mailto:info@bwi.org)



## Call For Innovations In Minnesota, Miami

New products are being recruited for NMMA's Boat Show Innovation Awards in Minneapolis and Miami. Up north, awards will include three categories – aluminum fishing boats, fiberglass boats and pontoon boats – entry deadline is December 20.



Down south entries can be made in 26 categories, from accessories and boats to electronics and watersports; deadline for entry is January 10, 2020. Program details and requirements can be found at [www.nmma.org/shows/innovation](http://www.nmma.org/shows/innovation). The Innovation Awards' program is managed by NMMA and judged by BWI members. Contact Melissa Taylor, [mtaylor@nmma.org](mailto:mtaylor@nmma.org).

## Fishing Ladies Meet In South Florida

The nonprofit Ladies, Let's Go Fishing Foundation announces the South Florida Freshwater Fishing University February 8 at IGFA in Dania Beach, FL. Women, men and teens can learn and practice fishing skills hands-on then fish from land

on a stocked lake. Registration includes classes, equipment, hands on practice, guided fishing, bait and door prizes. No experience or equipment is necessary. Details at [www.ladies.letsgofishing.com](http://www.ladies.letsgofishing.com).

## Women's Sail Confab Set for West Coast

The Sailing Convention for Women presented by Gail Hine, will be held February 1, 2020 at the Bahia Corinthian Yacht Club in Corona del Mar, CA. Attendees select a combination of workshops in areas that best fits their interest and ability. Workshops range from beginning sailing



to those for experienced mariners such as engine care, singlehanded, weather, electronic navigation, offshore cruising and more. Sponsors are BoatUS and a host of other marine-related companies. Details at [www.sailingconventionforwomen.com/class-info/](http://www.sailingconventionforwomen.com/class-info/).



### Active Member

Dina Rella, Freelance Writer, Lake Worth, FL

### Supporting Members

Boats Group, Courtney Chalmers, Vice President of Marketing, Miami, FL  
Kicker Marine Audio, Jeremy Bale, National Brand Manager, Stillwater, OK

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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.