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## Expanding Our Sphere of Influence

During a recent teleconference about improving the writer's facilities at the next Fort Lauderdale International Boat Show, one of the promoters of that event asked, "How many writers are there in your organization?" When we answered, "About 300," there was a pause on the other end as they processed that number, which I suspect was larger than they expected to hear.

(We also have roughly another 60 Supporting members and a dozen Associate members representing communication agencies.)

For a relatively small industry, that's a huge number and given the fact most have us have been doing this for a long time, represents an incredible wealth of boating knowledge. And I often wonder how we can use our collective sphere of influence to the best advantage of our membership.

Organizations like the NMMA have long recognized the marquee value and integrity of BWI by entrusting us to judge their Innovation Awards contest. Curious as to how other leaders in the industry view the membership of BWI, I reached out to Carl Blackwell, who is the chief marketing officer of Discover Boating, an NMMA organization with the mission to bring



**BWI annual meetings in Miami, co-hosted by Marine Marketers of America, have been growing with the move to Virginia Key.**

new boaters into the fold and asked about his experience with BWI.

"I'm a big fan of BWI," Blackwell said, "and have supported them since day one of my tenure and assure you that will continue to get stronger. Having boating knowledge is very important to us, especially the ability to write for new or potential boaters.

"We have used several of your members in the past and, in fact, I just hired BWI member Kim Koditek as our senior content manager. Having someone like Koditek on board was long overdue and there will be more opportunities as we start to refresh our content. I would imagine that she'll likely use even more writers/photographers/videographers that belong to

BWI because of their collective talents."

A frequent topic of conversation between BWI board members is how to bolster our bottom line to ensure our organization will remain healthy and relevant. And in keeping with our desire to use the collective wisdom of our members, we welcome suggestions about ways to improve or expand our writing contest or how we can leverage the prestige of BWI to create more opportunities for our members. Feel free to reach out to me anytime and I will be happy to bring to the board any great ideas you might have.

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

*Alan Jones  
BWI President*

# Active & Associate Member News

## IBI's Hopkinson Moves to Chairman

Nick Hopkinson, after 50 years' continuous involvement with *International Boat Industry*, is moving from publishing director to become executive chairman of the company prior to retiring in 2020. Boating Communications Ltd, the publisher of *IBI* magazine, the *IBInews.com* website and the *IBI* Daily Newsletter, is also the co-owner, with RAI Amsterdam, of the Boat Builder Awards for Business Achievement and the official magazine of Metstrade. Former Time Inc. UK divisional managing director Simon Owen takes over as publishing director in April. Owen has had a 35-year career in magazine and national press publishing in both print and digital formats. Contact Hopkinson at [nick@ibiplus.co.uk](mailto:nick@ibiplus.co.uk).

## Marine Marketers Present "Neptunes"

Several BWI "crossover" members manage the Marine Marketers of America's annual Neptune Awards recently presented during the Miami Boat Show. They include MMA president Wanda

**Christine Carlson (l.) of Volvo Penta accepts "Neptune" from MMA Director Jim Rhodes.**



Kenton Smith and Award co-chairs Sally Helme of the Bonnier Sailing Group and Kristen Frohnhoefer of Sea Tow Services International. A number of BWI Supporting members received awards including Volvo Penta, Recreational Boating & Fishing Foundation, Evinrude, Yamaha Watercraft, Yamaha Marine Group, Seakeeper, and Sea Tow Services. All winning entries, images and press release are posted at [www.marinemarketersofamerica.org](http://www.marinemarketersofamerica.org).

## Capt. Fred Davis Died in February

BWI member, writer and fishing charter operator Fred Davis, 80, of Port Austin, MI died in early February. He shared tales of his exploits in many publications including the *Huron Daily Tribune* to help educate people and often said, "I hope those who read my articles will learn what not to do." Over a span of 33 years, he and his Coast Guard Auxiliary Flotilla crews performed many rescues on Lake Huron. His book, "Perils of the Fresh Water Sea's," soon to be published, is a compilation of many of his sea adventures. Davis is survived by his wife of 61 years, Pat, and four daughters. More detail at [www.knoblockfuneralhome.com/obituary/frederick-davis](http://www.knoblockfuneralhome.com/obituary/frederick-davis).

## Gordon Houser Passes On At 88

Longtime supporter and friend of many BWI members, Gordon Houser died in Sarasota, FL March 1 at the age of 88. In a remembrance

published in *Soundings Trade Only*, Bob Black called him the boating industry's first marketing guru noting his pioneering forays into non-marine media, television and movies.

Houser guided marketing at many marine companies, beginning in 1954 with Thompson Boats, then moving to



Donzi, and OMC and Genmar brands. He is survived by his wife, Vida, two daughters, four grandchildren, and two great grandchildren. For more detail, see [www.tradeonlytoday.com/industry-news/gordon-houser-dies](http://www.tradeonlytoday.com/industry-news/gordon-houser-dies).

## Martin Flory Group Gains New Accounts

Nova Luxe Yachts has signed Martin Flory Group to handle North American public relations and promote its electric power catamarans. The company converts 35'-50' power catamarans from diesel engines to Torqeedo Deep Blue drives powered by BMW i3 batteries and rooftop solar arrays. Ritchie Navigation has also hired Martin Flory for public relations, product promotion and corporate news. Ritchie claims to be the world's largest manufacturer of magnetic compasses, for recreational, commercial and military vessels. Contact [info@martinflory.com](mailto:info@martinflory.com).

# Supporting Member News

## Electronics Gaining Global Alliance Group

The International Marine Electronics Alliance (IMEA), a 501(c)(3) nonprofit corporation affiliated with the National Marine Electronics Association (NMEA), is seeking board members, donors, and partners to further a mission of marine electronics safety and education. It will collaborate with other associations and government agencies worldwide to advance relevant education, scientific knowledge, and testing of marine electronics. It has also gained liaison status with the International Organization for Standardization (ISO) and International Electrotechnical Commission (IEC), who focus on the maritime sector. For more visit [www.imea-marine.org](http://www.imea-marine.org).

## Survivor Feedback In ACR's New PLB

ACR Electronics has launched its next generation ResQ-Link™ Personal Locator Beacons (PLB) including first-hand feedback from survivors who have activated the beacons in real-life emergencies. They bring the benefits of ACR's digital display capabilities to users including GPS coordinates, operating instructions, usage tips, transmission bursts, as well as battery power. One of 12 new products being introduced this spring, more information on the PLBs can be found at [www.resqlink.com/](http://www.resqlink.com/). Contact Mikele D'Arcangelo, [mikele.darcangelo@acrartex.com](mailto:mikele.darcangelo@acrartex.com).

## Mercury's Gordon Expands Media Role

Mercury Marine's Lee Gordon is expanding his communications role to become Director of Marine Communications & Public Relations for parent Brunswick Corp. As such, he will continue to be the media contact for Mercury, add the boat group and their brands plus a business acceleration team and involved in Brunswick corporate matters. Gordon will maintain an office at Mercury but will base out of the Brunswick corporate office in northern Illinois. His new email is [Lee.Gordon@brunswick.com](mailto:Lee.Gordon@brunswick.com).

## Volvo & Tiara Offer Integrated OB Package

A combination of Volvo Penta DuoProp drives linked to twin Seven 527 6.2-liter V8 outboards and packaged into the Tiara Sport 38 LS was unveiled during the recent Miami boat show. The result includes joystick driving and docking, enhanced helm station with Glass Cockpit, dynamic positioning, autopilot-joystick integration and Easy Connect remote connectivity, tied together by Volvo's Electronic Vessel Control platform. Ron Huibers, CEO of Volvo Penta and chairman of Seven Marine, commented, "We are launching today with Tiara Sport the industry's first fully integrated system designed to propel bigger boats with outboard performance and inboard features ... a giant step forward to push boundaries

on what is possible today in outboard technology." Contact Christine Carlson, [Christine.carlson@volvo.com](mailto:Christine.carlson@volvo.com).

## Evinrude & ABYC Join In Training Effort

Evinrude Outboards and the American Boat and Yacht Council jointly announced during the Miami boat show that the engine builder will donate \$2 million worth of V6 outboards supporting ABYC's marine technician training program across the U.S. and Canada to address a growing labor shortage. The donations will be made available to a total of 30 schools



over the next 12 months with more engines and schools to follow over the next three years. To address the marine industry's need for post-secondary technical education, ABYC has developed the Marine League of Schools and assisted in the development of a standards-based curriculum and instructor training certification. Details on the training effort can be found at [www.abycfoundation.org/](http://www.abycfoundation.org/). Contact Candace Gawrysiak, [candace.gawrysiak@brp.com](mailto:candace.gawrysiak@brp.com) or Shannon Aronson, [saronson@abycinc.org](mailto:saronson@abycinc.org).

**Fort Myers Technical College is an early recipient of Evinrude engines to use in its training program. Photo: ABYC.**

# Calendar & Events

## BWI OFFICERS

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## BWI Past President

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## Executive Director

Greg Proteau

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



### Palm Beach Show Sails March 28 - 31

Those planning to attend and editorially cover the Palm Beach International Boat Show, March 28 – 31, visit the link to register for a complimentary media credential: [www.pbboatshow.com/en/media/Media-Credentials.html](http://www.pbboatshow.com/en/media/Media-Credentials.html). For more information including parking and transportation maps, visit [www.PBboatshow.com](http://www.PBboatshow.com). Contact is Danny Grant, [dgrant@piersongrant.com](mailto:dgrant@piersongrant.com).

### Boat & Cycle Tour Returns for Year 5

Boaterz n Bikerz Hull of a Tour 5 returns May 5 – 11 with "The Dragon's Roar," a five-day excursion in the Great Smoky Mountains. The group will headquarter at the Iron Horse Motorcycle Lodge & Resort in Robbinsville, NC and conduct day rides throughout the tri-state region. Evinrude/BRP is title sponsor; returning sponsors are *Soundings Trade Only*, Sea Tow and Kenton Smith Marketing. Contact Wanda Kenton Smith, [wanda@kenton-smith-marketing.com](mailto:wanda@kenton-smith-marketing.com); details at [www.kenton-smith-marketing.com/hull-of-a-tour.html](http://www.kenton-smith-marketing.com/hull-of-a-tour.html).

### Ladies Fishing Univ Set for Lauderdale

Ladies, Let's Go Fishing hosts the South Florida Fishing University April 26-28 in Fort Lauderdale. Women, teens and male guests can learn and practice fishing at several hands-on skill stations, plus have an option to charter fish. Registration includes networking reception, classes, hands on practice and more. Ladies can register a male guest or teens to include the whole family. Details: [www.ladiesletsgofishing.com](http://www.ladiesletsgofishing.com), contact [info@ladiesletsgofishing.com](mailto:info@ladiesletsgofishing.com).

### Chevron Supporting Saltwater Bass Series

Chevron Products Company has partnered with Southern California's Saltwater Bass Series (SBS) to offer complimentary product samples of new Techron® Marine Protection Plus Fuel Treatment. Anglers will fish for calico bass, sand bass and spotted bay bass. Next events scheduled are the Oceanside Coastal on April 20, Long Beach Night Tournament on May 18, and Championships in Long Beach on June 8-9. Details at <https://saltwaterbassseries.com/>. Contact Ron Ballanti, [ron@strike-zone.net](mailto:ron@strike-zone.net).



#### Active Members

Dori Jordan Balbresky, Freelance Writer, Auburn, ME  
 Jeff Butler, Freelance Writer, Toronto, ON  
 Joe Janson, Publisher, Melbourne, FL  
 Glenn Patron, Freelance Writer, Miami, FL  
 Adam Quandt, Managing Editor, Minneapolis, MN  
 Juergen Wieshoff, Freelance Writer, Ludwigshafen, Germany  
 Molly Winans, Managing Editor, Annapolis, MD

#### Supporting Member

Costa Sunglasses, Andrew Cox, Offshore Community Leader, Daytona Beach, FL

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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.