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## Boating's Take On Mueller Report

Whenever someone asks me how to become a professional writer, I tell them to get a couple of published works out there — with bylines — even if you have to do it for practically nothing. Then, I tell them to research the publication they want to write for and, using those sample articles as an introduction, submit a story idea in the format the editor wants and make sure the idea is relevant and interesting...to them. Then, if they get an assignment, deliver it error-free and on-time.

Years ago, delivering clean copy in a timely fashion was about all you needed for success, but these days that's just not enough. The aforementioned is still as important as ever but you must also work hard at establishing and promoting your "brand." The first thing you need to do is get your name in front of the public with more than just a byline. And fortunately, it's easier than ever thanks to the internet.

Starting your own website will help you gain your own



“... we're hoping that at some point before we finish reading this thing, we find evidence of Paul Manafort or Don Jr. or someone putting on a life jacket” ...

Alan Jones faux quote in *The Onion*; link <https://politics.theonion.com/boating-world-magazine>

voice and identity and tools like WordPress, which most professionals use, or Wix, which is more beginner-friendly, make it easy. Starting a blog also helps you establish your street-cred and is really easy to do thanks to sites like Bluehost. The goal is to establish yourself as an expert so wisely choosing your content and doing research is critical; don't give the trolls any ammunition.

The easiest way to get your name out there is with videos on Facebook, YouTube, Vimeo, Instagram and Twitter. If you have a hard time performing in front of the cam-

era, use captions...most people watch videos with the sound off anyway. But if you do perform on-camera, spend more money on your microphones than the camera. Most unprofessional videos are ruined by bad sound (and bad lighting).

Sometimes publicity comes when you least expect it. Last week I was quoted by the satirical website,

*The Onion*, in a faux *Boating World Magazine* article about our minute-by-minute “coverage” of our Mueller Report findings. Even though the article was bogus, they used a real screenshot of our website's home page and got my title and name right. Although it was the epitome of “fake news,” *The Onion* is viewed by 150 million people a month and I couldn't have been happier.

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

**Alan Jones**  
*BWI President*

# New Ethanol Plan Threatens Boaters



Misfueling just waiting to happen ... potentially all-summer long.  
Image: BoatUS

In an action that many are seeing as anti-environment, anti-consumer and a big nod to the ethanol lobby, the Environmental Protection Agency (EPA) is moving toward permitting the sale of E15 (15% ethanol) fuels during the summer ozone season (June 1 to September 15). Currently available only in the colder months, E15's summertime ban was implemented years ago to counteract its contribution to ground level ozone (smog) on hot days.

BoatUS wants EPA to immediately halt any expansion of the fuel's availability and is asking its members and other recreational boaters to speak up now to stop the summertime sale of E15 and offers an

easy way contact the EPA by going to <http://bit.ly/2UyyMFV>. Boaters have no love for ethanol in their gas because it's proven to damage boat engines and fuel systems. If they had their choice of fuel, 83% of boat owners would choose E0 (ethanol-free) fuel – if it was available.

From the engine maker perspective, NMMA underscores that E15 is not approved for use in marine and other non-road engines and EPA has established a Misfueling Mitigation Program (MMP) to reduce the likelihood of E15 blend fuels being used in engines for which that fuel is not approved.

"NMMA strongly believes, and polling indicates, the cur-

rent MMP is grossly inadequate and not accomplishing the statutory mandate of consumer protection. This rulemaking would increase the supply of a fuel harmful to millions of marine and other consumer products during the height of the summer boating and recreation season, significantly increasing the risk of damage to consumers of marine and other non-road engine products." NMMA is asking stakeholders to oppose the plan here: <https://www.voter.voice.net/NMMA/Campaigns/64343/Respond>.

For more detail, contact Scott Croft, [SCroft@BoatUS.com](mailto:SCroft@BoatUS.com) and Nicole Vasilaros at [nvasilaros@nmma.org](mailto:nvasilaros@nmma.org).

## Scholarship Fund Opens 2nd Season

BWI's Scholarship Fund is entering its second year and seeks to repeat support for a deserving college student interested in pursuing a career in boating journalism. Earlier this year at the Miami Boat Show a check for \$2,000 was awarded to Carly Sisson, currently studying at the University of Vermont. The next scholarship will be awarded at the annual BWI meeting at the 2020 Miami Boat Show.

Like last year, the Scholarship Fund is actively seeking donations. It's been approved by the IRS, as a 501(c)3 organization meaning donations will be tax deductible for those who do so. Donations of any size are welcomed from all who wish to support this cause and help educate



the next generation of boating writers.

Applications may be downloaded at <http://www.bwi.org/downloads/scholarship/BWI-Scholarship-App-19.pdf> and will be accepted through January 15, 2020. 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.

This year's award was made possible through the generosity and support of two BWI Supporting Member companies: Suzuki Marine and Chevron Lubricants, each contributed \$1,000 to the scholarship fund. Dean Corbisier of Suzuki Marine and Joe DeFina of Chevron Lubricants were both present at the Miami breakfast and scholarship presentation.

Donations can be made by mailing a check to the BWI Scholarship Fund, 4599 Deep River Place, Jacksonville, FL 32224. Direct questions to Robert Beringer at [robert-beringer@yahoo.com](mailto:robert-beringer@yahoo.com).

Additional details about the Scholarship effort can be found at <https://www.bwi.org/scholarship-fund/>.

# Supporting Member News

## Furuno Safeguards Niagara Falls Boaters

Boaters on the Niagara River will be safer on the water due to a new safety system to detect, track, and identify those who venture into hazardous areas above Niagara Falls. Designed by Accipiter Radar, the system features active target detection in the form of the 25kW Furuno FAR2127BB Radar combined with high-resolution video detection and sophisticated audio alerting. Accipiter selected the Furuno radar for its capability to track small craft, such as canoes and paddle boards, at all ranges of safety concern. Contact Jeff Kauzlaric, [jeffk@furuno.com](mailto:jeffk@furuno.com).

## Sea Tow Appoints Sober Skipper Team

The Sea Tow Foundation has selected marine industry stakeholders to serve on its newly launched North American Sober Skipper Advisory Council. The Sober Skipper program partners with more than 130 organizations in 32 states and encourages boaters to be or to designate a Sober Skipper before they leave the dock to promote safe, fun boating. BWI members serving on the Council include Kevin Falvey of *Boating Magazine/Bonnier*,

Stephanie Vatalaro of RBFF, Nic Thomas of Freedom Boat Club, and David Dickerson of NMMA. Directing council efforts for the Sea Tow Foundation will be Gail Kulp, Michael Wesolowski, Kristen Frohnhoefer, and Wanda Kenton Smith of Kenton Smith Marketing. See program details at [www.soberskipper.com](http://www.soberskipper.com).

## Dometic Hooks Up With Strike Zone

Strike Zone Communications headed by Ron Ballanti will be providing public relations and other marketing assistance work for BWI Supporting member Dometic Marine, including steering and control systems, instruments and products under the Sea Star Solutions and Sierra brands. "I know that for many years, writers worked with my long time friend and colleague Rick Hauser of the Rick Hauser Group, who is sailing off into the sunset to enjoy a well-deserved retirement," Ballanti notes. Dometic Director of Marketing Laurie Louvier will be a key contact for media; reach her at [Laurie.Louvier@dometic.com](mailto:Laurie.Louvier@dometic.com).

## Davis Instruments Celebrates 50th Year

In 1969, newly minted Stanford MBAs Bob Selig and Jim Acquistapace purchased a small plastic sextant manufacturer named Davis Instruments. Over the next 50 years they introduced hundreds of products into the marine, fishing and outdoor markets, and launched a

revolution in weather monitoring equipment. In 1980 Davis added a small handheld anemometer which opened the door to a range of weather sensing and reporting instruments used by agronomists, meteorologists, municipalities and home hobbyists around the world. See products at [www.davisinstruments.com](http://www.davisinstruments.com); contact [info@davisinstruments.com](mailto:info@davisinstruments.com).



**Davis Instruments Bob Selig (l.) with Jim Acquistapace.**

## Podlich Will Direct ABYC Foundation

The ABYC Foundation announced that Margaret Podlich has been hired to serve as executive director. The Foundation is the philanthropic arm of the American Boat and Yacht Council focused on providing resources that create educational and lifelong career opportunities to current and aspiring marine service technicians. Podlich retired as president of BoatUS in 2016 and has since been consulting. Most of her career has focused on environmental and safety topics to make smarter boating policies. To learn more visit [www.abycfoundation.org](http://www.abycfoundation.org).



**Podlich**



# Calendar & Events

## BWI OFFICERS

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## Executive Director

**Greg Proteau**

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## Sponsorships Offered At FLIBS & Partners

Brands in search of platforms to make a splash with boating enthusiasts and consumers of luxury lifestyle goods and services now are offered sponsorship at several of Informa's global annual boat shows: the Fort Lauderdale International Boat Show, Miami Yacht Show and Palm Beach International Boat Show. Title and presenting sponsorships also are available for the St. Petersburg Power and Sailboat Show and Suncoast Boat Show in Sarasota. For information contact [Sales.YPI@Informa.com](mailto:Sales.YPI@Informa.com); Media contact is Daniel Grant, [dgrant@piersongrant.com](mailto:dgrant@piersongrant.com).

## ABYC To Train Marine Tech Educators

The American Boat and Yacht Council (ABYC) announced their inaugural "Marine Service Technology: Educator Training Conference" to be held July 23-25, 2019 in Annapolis, MD. The conference will feature specific topics to enhance the knowledge, delivery and support of marine instructors and school administrators around the country. To learn more and register visit [www.abycinc.org/ETC](http://www.abycinc.org/ETC).

Contact Shannon Aronson, [saronson@abycinc.org](mailto:saronson@abycinc.org).

## June Training Dates For NMEA Installers

June 4 through June 7 are the next dates for National Marine Electronics Association training sessions for Basic and Advanced Marine Electronics Installer (MEI) and NMEA-2000® Network Installer courses in Fort Lauderdale, FL. View these and other training dates and registration details at [www.nmea.org/](http://www.nmea.org/). Contact Cindy Love, 410-975-9425 or [clove@nmea.org](mailto:clove@nmea.org).

## Ladies Fishing for Mother's Day

Ladies, Let's Go Fishing will host a Palm Beach County surf fishing clinic on the beach

May 11. The event is held to celebrate Mother's Day weekend to encourage mothers and daughters to fish together. Registration at [www.ladiesletsstofishing.com](http://www.ladiesletsstofishing.com), contact [info@ladiesletsstofishing.com](mailto:info@ladiesletsstofishing.com),

## College Bass Fishers Compete in Alabama

The 14<sup>th</sup> Annual BoatUS Collegiate Bass Fishing Championship presented by Bass Pro Shops, will be held at Pickwick Lake, AL May 23-24. Anglers will compete for a chance to win cash and prizes, as well as major points for the title in college fishing. For information visit [www.CollegiateBassChampionship.com](http://www.CollegiateBassChampionship.com). Contact Scott Croft, [SCroft@BoatUS.com](mailto:SCroft@BoatUS.com).



### Active Members

Correction from last month: Jordan Balbresky, Freelance Writer, Auburn, ME  
Mary Lyons, Publisher/Writer, Westport, ON

### Supporting Member

Cummins, Inc., Jennifer McQuilken, Mktg Comms/Marine, Charleston, SC

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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.