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Lathering Up Your Soapbox

Most of us who have been writing in the marine industry for a while have built a following thanks to the hundreds or even thousands of articles and/or social media posts we've written. Most of the time, we grind away trying to make a living with little time for anything else. But having the public's trust also gives us the opportunity -- no, make that a responsibility -- to use that platform to help causes that need publicity. Most non-profit organizations don't get government assistance and rely on donations to survive and we are in a position to help.

I am lucky; in every issue of *Boating World Magazine*, I write the Editor's Letter and I like to give publicity to good causes that promote boating in some way. Often, my topics are about the environment. Recently, I went on a press trip to Marathon in the Florida Keys as did BWI's first VP, Chris Woodward. While it was mostly centered on fishing and the gear we use, both of us had the chance to go outside the usual boating industry box. Chris took an ecological kayak tour back in the mangroves (though some BWI members smuggled rods



Mr. T, a rehabbed loggerhead turtle put back in shape by The Turtle Hospital, gets released back into his natural environment.

along) and I got to watch a rehabbed loggerhead turtle named Mr. T get released back into the wild.

This gave me the opportunity to write about The Turtle Hospital (turtlehospital.org), founded in 1986 by Ritchie Moretti, whom I met back in the early 1990s when I lived not far away. Over the years, they've rehabbed and released 1,500 sea turtles and do a great job of educating the public about the animals they love and the challenges they face.

In the same article, I was also able to bring to my readership's attention a serious issue that's facing the reefs surrounding the Keys. Known as "coral disease" (they need a better name), it's a malady

that's affecting more than half the coral species and kills its afflicted host within months. Since 2014, it's spread to almost the entire reef and threatens its very existence.

In addition, I will be posting info about both The Turtle Hospital and the coral disease issue on social media, which is probably the best avenue available to all of us. If you don't have a blog or several social media platforms, you are missing a

great way to get publicity for a cause dear to you. So get out there and change the world... one post or article at a time.

Journal Schedule

The *BWI Journal*, which normally has 11 issues annually, will be moving to nine issues going forward. Starting next month, June 2019 will be skipped as will the next April issue. August has traditionally been the Annual Directory month, without a newsletter. September through March issues will continue.

You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

Project Aims to Grow Boat Recycling



Particles made from deconstructed, ground-up fiberglass boats can be recycled to make concrete for construction projects. (Photo: Ayla Fox)

The most common way to dispose of an old boat is to crush and bury the pieces in a landfill where the fiberglass degrades slowly. Some boats are abandoned, potentially creating navigation hazards or causing environmental harm to waterways. How-

ever, a new initiative by recreational marine industry businesses in the state of Rhode Island aims to find a solution for recycling boats. In its second year, the Rhode Island Fiberglass Vessel Recycling (RIFVR) program aims to address the disposal issue for the high number of recreational fiberglass boats reaching

the end of their service lives, largely as a result of the boat building boom of the past few decades. (Between 2003 and 2012 alone, about 1.5 million recreational boats in the U.S. were retired.)

RIFVR has now collected 20 tons of recycled material and is preparing to process it for delivery to concrete plants where it will be used as an energy source and as a filler for concrete products. As part of the pilot expected to be completed later this year, RIMTA will also conduct an economic analysis of the program to help determine its long-term sustainability. They will also investigate legislation and regulations supportive of boat recycling, document lessons learned and develop

resources to aid other fiberglass recycling programs.

"This is an issue that no one has solved yet, but one we think about every day," said BoatUS Foundation for Boating Safety and Clean Water President Chris Edmonston. "No one wishes to see derelict boats on our waters. RIFVR could show the nation a more environmentally friendly solution to boat disposal, and we look forward to the findings and hopefully expanding the program."

The Pilot Project was made possible with support from 11th Hour Racing, the Association of Marina Industries, BoatUS Foundation Grassroots Grant Program and the Rhode Island Resource Recovery Corporation.

BWI-ers are Women Wave Makers

Out of more than 100 nominations, 25 women were selected and honored by the 2019 *Boating Industry* magazine's Women Making Waves feature. The program is an effort to recognize women in the industry who have made, and continue to make, contributions to its success, propel its growth and lead their organizations and peers into the future.

Women recognized for Making Waves as nominated by the industry and selected by the magazine's editors include a number associated with BWI members. They are noted below.

- Three of NMMA's staff were



selected: Sara Anghel, NMMA Canada President; Ellen Bradley, Chief Communications Officer and Senior Vice President; and Jennifer Thompson, Senior Vice President of Boat and Sportshows.

- Shannon Aronson, Marketing/PR Director, The American Boat & Yacht Council
- Delinda Davis, District Manager, Yamaha Watercraft

Group

- Mary Klenk, National Sales Operations Manager, Honda Marine
- Gail Kulp, Executive Director, Sea Tow Foundation
- Cindy McCaffery, Vice President of Program

Development, Sea Tow Services International Inc.
- Maggie Meredith, Marketing Manager, Seakeeper
- Morgan Neuhoff, Government Affairs, BoatUS
- Laura Barry Grillon, Director of Marketing Communications and Regional Marketing, West Marine.

For a complete list and more information, visit www.boatingindustry.com.

Member News

Mercury New Prez, Parent Buys Freedom

Brunswick Corporation recently announced that Chris-



topher Drees, Mercury Marine's president of marine parts and accessories, has been promoted to president. Drees

Drees

joined the firm in 1998 in marketing and has served as general manager of the propeller business, head of Attwood operations and vice president of global operations. Former Merc president John Pfeifer has moved to Oshkosh Corporation, a manufacturer of specialty vehicles, as executive vice president and chief operating officer, a newly created role.

In a separate announcement, Brunswick said it has acquired Freedom Boat Club said to be the largest membership-based boat club operator in the industry. FBC president and CEO John Giglio and the existing management team will continue to lead the unit.

Seakeeper Gains Edison Award

The Edison Awards honor excellence in new product and service development, marketing, human-centered design and innovation. The gyro stabilizer, Seakeeper 2,

was chosen as a finalist in the Transportation Technology category and received a gold award, the highest possible. Products are judged on their concept, value, delivery and impact and finalists were chosen by a steering committee and a small group of industry experts. The finalists were then submitted to a panel of more than 3,000 judges. For more information visit www.edisonawards.com.

Hugelmeyer Named NMMA President

NMMA announced the selection of Frank Hugelmeyer, a veteran in the outdoor recreation industry, as the association's next president. He succeeds Thom Dammrich, who served NMMA for 20



Hugelmeyer

years. Hugelmeyer comes from the RV Industry Association (RVIA), where he was president since 2015. He focused on market development and an industry-wide consumer campaign, Go RVing. RVIA represents the \$50 billion RV industry with a membership of 400 manufacturers and component and aftermarket suppliers that produce 98 percent of all RVs made in the U.S. After a transition period beginning in July, Hugelmeyer takes the helm in October.

Koditek Joins Grow Boating

BWI's own Kim Koditek switches positions but stays within the industry. Prior to joining NMMA as senior brand content Manager, she was digital editor for Boats Group, where she managed editorial, social media, and video content for boats.com, Boat Trader and Yacht-World. She now heads digital content development for DiscoverBoating.com and the campaign's social channels. She can be reached at kko-ditek@nmma.org.



Koditek

Boat – Bike Tour Wraps Fifth Season

A group of boating industry executives and their sponsored friends from eight states joined recently for the fifth Boaterz n Bikerz of America: Hull of a Tour 5, "The Dragon's Roar," an event featuring boating and motorcycling and the recreational outdoor lifestyle. Staged this year in the Smokey Mountains, the event brought together 36 participants and 24 motorcycles for a series of bike and boat rides in the tri-state region of North Carolina, Tennessee and Georgia. Tour 5 was supported by several national brands led by Title Sponsor Evinrude/BRP. Contact Wanda Kenton Smith, wanda@kentonsmithmarketing.com

Hull of a Tour bikers at a stop during the ride.



Calendar & Events

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NWSA Women's Sail Conference

The National Women's Sailing Association (NWSA) 18th Annual Women's Sailing Conference will be held Saturday, June 1 at the Corinthian Yacht Club in Marblehead, MA. The event, which features hands-on land- and water-based workshops and seminars, offers women an opportunity to learn or hone sailing skills, network with other women sailors and gain confidence by participating in over 20 workshops. Raffle ticket sales and silent auction proceeds will benefit the AdventureSail program, learn-to-sail scholarships for young girls at risk and the Sue Corl Youth Sailing Scholarship for underserved teenage girls. The keynote speaker will be Haley Lhamon of the winning boat Sail Like a Girl (June 2018 Race to Alaska). Details at www.womensailing.org.

Ladies Fish In June

Ladies, Let's Go Fishing hosts the LLGF Screamin' Reels Tournament June 21-23 in Islamorada, FL. The tournament kicks off on Friday with a class on offshore fishing and conservation conducted by

Capt. Skip Bradeen. Participants can fish from their own boats or charters supplied by the organization with license and equipment supplied. For more information contact fish@ladiesletsgofishing.com or 954-475-9068.

Boat - Fish Week

Celebrating the importance of recreational boating and fishing, the upcoming NBFW is June 1-9. Many states offer "free fishing days" where anglers can fish on public bodies of water without a license. The event is celebrated annually and events vary by state.

For more information and a list of places to fish check out www.takeme fishing.org.

JK Sail Adds Passages

John Kretschmer has opened up three berths on another offshore passage on his 2020 schedule. St. Thomas USVI to Annapolis, April 28-May 8, an always challenging, 1400 mile blue water passage. Also available are berths on the French Canal excursion this September and legs on Azores and Croatia legs in summer of 2020. For more information, contact jrkretschmer@gmail.com.

BWI Members Needed for Scholarship Effort

If you attended the annual BWI breakfast in February you know that BWI has a committee that raises funds to award an annual scholarship to a deserving college student interested in pursuing a career in our field.



The newly formed BWI Scholarship Committee is looking for BWI members to assist in generating funds, acquire sponsors and spread the word about the scholarship. No travel is required, just a desire to help and a few hours per year, mostly for conference calls. See additional information about the effort at www.bwi.org/bwi-awards-first-scholarship/.

Members interested in participating or needing more details should contact Robert Beringer, robertberinger@yahoo.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.