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## Burned Out? Then Get Out!

Most of us have been hammered by deadlines to the point we feel like we are chained to our workstations with maybe only a quick respite to refuel and catch some sleep. We tend to thrive on pressure and usually, the fear of blowing a deadline for a managing editor with little patience for excuses helps motivate us. But grind too long without some sort of break and instead of all that pressure producing diamonds, you can end up with coal dust.

I made the horrifying discovery about 20 years ago that I do my best writing when I roll out of bed around 0400 and head straight to the computer and start hammering away. I live in Florida and my company's home office is in California so sometimes my days are upwards of 14 hours long. But I am lucky. If my wife sees me putting in a lot of hours she'll say, "Get out of your chair, jump in the kayak and go fishing! it's great advice."

Fortunately, most good writers can take almost any sort of outing and create copy or social media posts from it. The act of getting out in the real world and "walking the walk" is also one of the greatest ways to recharge your creative batteries. We get offered a lot of trips by manufacturers and I take them up

on it. In a span of one month this summer, I went to Sweden, the Florida Keys, Charleston, S.C., Orlando and Milwaukee and in the process, ran into my fellow BWI board of directors.

I love to travel and I started doing something a few years ago that I wish I'd done earlier. For business trips, I begin adding extra days (at my own expense) to explore these great places we go to but often don't get to really experience because of tight agendas. You can do it cheaply too.

On the Sweden trip, I stayed at an awesome Airbnb for \$40 and got a \$10 mass transit pass allowing travel around Gothenburg, including the ferries to the archipelago. I found some great local restaurants that were budget-friendly and shot video used in social media. Playing tourist for even a day makes it feel less like work and helps me to be more productive. So when burnout starts hitting you, get out ... do something ... anything!

### Last Call for Dues

BWI members who owe 2019 dues have received several email reminders. These need to be paid by early-August to maintain benefits.



**Assignments can include get-aways. Photo: Zuzana Prochazka.**

Payments may be made by check or via PayPal with the link on the "Join" page at [www.bwi.org](http://www.bwi.org). Active dues are \$50 per year, Associate \$60, Supporting members \$175.

Dues payment keeps access available to member benefits:

- Communications about your colleagues and the industry
- Your Online Listing at where people go to find writers
- Listing in the Annual Directory for others to find you
- Free first two entries to the Annual Writing Contest
- Easy access to boat shows with your BWI Press Card
- And more!

Questions on any of this can be sent to [info@bwi.org](mailto:info@bwi.org).

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

**Alan Jones**  
**BWI President**

## E15 Caution Now Includes Summer

BoatUS is urging recreational boaters to be on watch for engine-killing E15 this summer. The EPA recently waived Clean Air Act provisions and eliminated the three-and-a-half-month blackout period on the sale of E15 (15% ethanol) fuel during the summer months, permitting the fuel to be sold year-round. The fuel had been banned at the pumps from June 1 to September 15 over concerns that it contributed to smog on hot days.

E15 is often one of the lower-priced fuel options and that may be appealing even with its lower energy content. The challenge is that the only



mis-fueling warning is a small orange label among the clutter of signage at the pump. E15 is prohibited by federal law for use in recreational boat engines and its use voids

many marine engine warranties.

The push to sell E15 year-round is a result of the Renewable Fuel Standard's (RFS) mandate to blend biofuels such as corn-ethanol into the nation's gasoline supply. Smart biofuels such as isobutanol and ethanol-free (EO) fuels are increasingly more difficult to find and are being pushed out of the market. BoatUS is

asking recreational boaters for help on the issue by contacting their member of Congress to urge them to fix RFS.

Contact Scott Croft, [SCroft@BoatUS.com](mailto:SCroft@BoatUS.com),

## Electronics Convention in September

The National Marine Electronics Association (NMEA) and the Radio Technical Commission for Maritime Services (RTCM) will hold their annual international convention together at the Portsmouth Renaissance Hotel, Portsmouth / Norfolk VA this September 16-20. This event is the largest industry trade event focusing strictly on marine electronics.

NMEA member manufacturers are reminded to submit nominations for the recently introduced "Best New Prod-

uct Award" and the "NMEA Technology Award" by September 5. Details on all awards are posted on the NMEA expo website, [www.expo.nmea.org](http://www.expo.nmea.org).

New for 2019, on Monday and Friday, September 16 and 20, NMEA Level 3 manufacturers will offer half-day technical training sessions for all attendees. Tuesday and Wednesday mornings, September 17 and 18, conference registrants can choose to attend various installer and business tracks, along with RTCM sessions. Tuesday and Wednesday afternoon and evening, the manufacturer product expo hall will house all major marine electronics manufacturers

from both the recreational and commercial sectors.

Hours have been adjusted to run from 1:30 to 6:30 p.m., with receptions both evenings in the expo hall from 4:30 to 6:30 p.m.. On Thursday, September 19, NMEA Level 1 & 2 manufacturer-specific training sessions and the RTCM GMDSS task force meeting will take place. The NMEA Product of Excellence Awards banquet will be held that evening from 6:30 to 8:30 p.m.

Registration is now open with the early bird rate in effect through August 15th. For more information, visit [www.expo.nmea.org](http://www.expo.nmea.org) or contact the NMEA at 410/975-9425.



## IBEX Innovations & Seminars

The International BoatBuilders' Exhibition and Conference (IBEX), held this year October 1-3 at the Tampa Convention Center, announced its expanded Education Conference Seminar Series. The series is offered in eight tracks and will include the new Tech & Tool Lab with hands-on learning about vacuum bagging and 3D printing. To attend IBEX seminars, visitors can register for Individual, Three-Pack, or

Full Conference seminar pass. Continuing Education Units (CEUs) are available.

The third annual Grow Boating Marketing Summit will be held on September 30 (the day before IBEX opens) at CAMLS across the street from the convention center. This year's event offers a full day of learning with content curated especially for the recreational boating marketer. Featured speakers include Mari Smith, Heather

Lutze, Marcus Sheridan, Jack Ellis and more. Summit sponsors are IBEX, the Marine Accessory and Component Division of NMMA and the Marine Marketers of America. The Grow Boating Marketing Summit is a special event. Registering as an attendee of IBEX is a necessary step in purchasing a seat for the summit.

The 2019 IBEX Innovation Awards are now open. Deadline for entry is August 30 and the contact is NMMA's Rachel Harmon ([rharm@nmma.org](mailto:rharm@nmma.org)). Writers interested in applying to judge the awards should contact Alan Wendt ([alan@wendtpro.com](mailto:alan@wendtpro.com)). Media wishing to attend the event should contact Andrew Golden, [agolden@rushtongregory.com](mailto:agolden@rushtongregory.com).

OCTOBER 1-3, 2019

TAMPA, FL USA

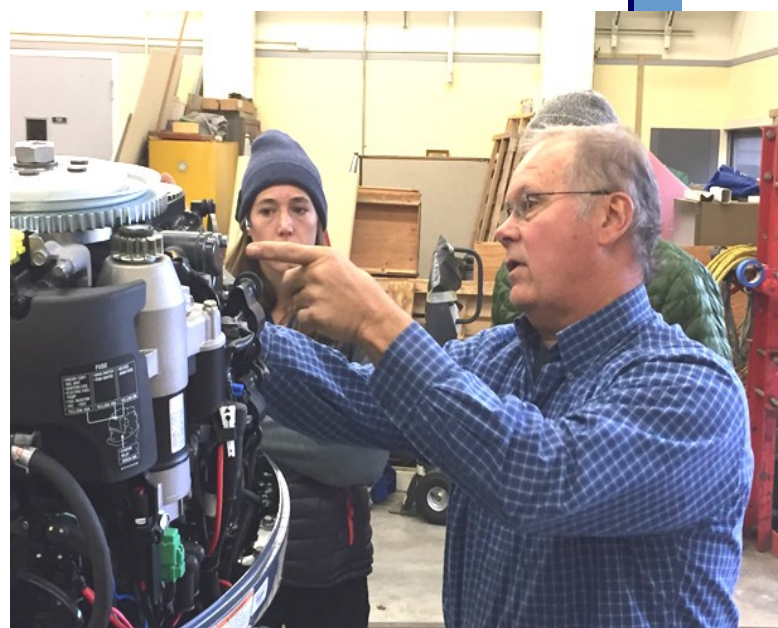


## ABYC Aims to Train Tech Teachers

ABYC announced their first Educator Training Conference, July 23-25 in Annapolis, MD. This format will feature specific topics to enhance the knowledge, delivery, and support of marine tech instructors across the country. Attendees will include educators, school administrators who teach a marine technology course, and institutions considering a marine program. To learn more about ABYC's Marine Service Technology Program visit [www.abycinc.org/marineservice](http://www.abycinc.org/marineservice). To learn more about the Educator Training Conference visit [www.abycinc.org/etc](http://www.abycinc.org/etc).

ABYC also announced that since April 2019, six new schools have enrolled in their "Marine Service Technology" curriculum. There are now 16 schools around the country using ABYC's curriculum. ABYC's program was built to help schools easily implement a standards-based marine service curriculum, with inland or coastal test options. Participating schools receive a textbook, instructor guides, PowerPoint presentations, online demonstration videos, test/quiz samples, and more.

Contact Margaret Podlich, [mpodlich@abycfoundation.org](mailto:mpodlich@abycfoundation.org).





# Supporting Member News

## MIBS' Berryman Gets Local Salute

NMMA's Larry Berryman, vice president and director of the

Miami International Boat Show, was recently featured in *Miami Today*, a weekly news outlet for the local business community. The media outlet recognized Berryman in their 'Best of Miami' special section as a leader in raising Miami's national reputation. The article explained that the annual event brings thousands of visitors from all over the

globe, national media attention and significant economic impact to the city. Berryman was also one of the key managers helping the show in a successful transition and move to its new location and on-water expansion on Virginia Key at the Miami Marine Stadium venue.

## Connected Boat Tech Embraced by Bassers

Siren Marine has installed its advanced Connected Boat® systems on the personal bass-fishing rigs of some well-known professional anglers. This first wave of pro angler partnerships marks a concerted effort by Siren to expand its presence throughout the bass fishing industry and the freshwater boating market in general. More than 30 of

professional bass fishing's notables are now using the technology to keep their tournament boats in a constant state of readiness. This allows anglers to monitor their boat's location, movement, battery charging status and more, while preventing theft, vandalism and other hazards these "road warriors" endure on a regular basis. For more, contact Ron Ballanti, [ron@strike-zone.net](mailto:ron@strike-zone.net).

## Mercury Growing O/B, Prop Production

Mercury Marine has completed an expansion at the Fond du Lac, WI headquarters to increase and modernize production of outboard engine blocks and is adding space to increase propeller manufacturing. The expansion adds a second 4,500-ton die cast machine to produce V-6 and V-8 engine blocks, as well as automating some of the more dangerous manual operations including molten metal pouring, heavy lifting, sawing and repetitive motion procedures. In May, the company broke ground on a casting facility that will nearly double capacity for stainless steel propeller production. Contact Lee Gordon, [Lee.Gordon@brunswick.com](mailto:Lee.Gordon@brunswick.com).

## Glomex Turns 35, Marks First Year in US

Glomex SRL, a global manufacturer of commercial and recreational marine antennas, is celebrating its 35th anniversary. The Italian manufacturer launched its U.S. presence – Glomex Marine Antennas

USA – in Columbia, SC in 2018. Since its founding in 1984, Ravenna, Italy-based Glomex has been growing by supplying both OEM customers and consumers throughout Europe. It supplies boatbuilders as well as numerous commercial shipyards around the world. It says it is the only antenna manufacturer in the marine industry to offer a lifetime warranty on its products. For more detail contact [news@martinflory.com](mailto:news@martinflory.com).

## MIASF Expands With New VP Role

The Marine Industries Association of South Florida (MIASF) announced that James Maitland, formerly of Oceanmax International and West Marine, has taken on



**Maitland**

the newly created vice president role. Phil Purcell, MIASF CEO/president, said, "James brings a vitality and thorough business

acumen to MIASF and is an important addition to the existing team. His background, knowledge, and perspective will help to ensure the association's continued success in protecting and promoting the marine industry's annual \$12 billion regional economic impact and 111,000 jobs." Contact Kelly Skidmore, [Kelly@miasf.org](mailto:Kelly@miasf.org).



**Larry Berryman on the docks at MIBS' Miami Marine Stadium location. Photo credit: Miami Today**

# Supporting Member News, continued

## Yamaha Attacks Plastics Problem

Yamaha Marine has partnered with Clearwater Mills LLC to design and build a device that can collect and remove plastic waste and other floating debris from coastal stormwater systems. The device is set up on shore that uses a conveyor belt to collect floating debris. A prototype is planned to be placed in a spillway that drains stormwater from a large residential and commercial area of Georgia's Glynn County by the second quarter of 2020. Yamaha's Martin Peters told IBI News that the initiative is part of the firm's Rightwaters sustainability campaign, a national program focused on water conservation, habitat restoration and tactical projects to reduce debris in aquatic ecosystems. Contact Peters at [martin\\_peters@yamaha-motor.com](mailto:martin_peters@yamaha-motor.com).

## New Catalog Covers Hubbell Electricals

Hubbell Marine has created a new, comprehensive 56-page online catalog of its electrical products with time-saving and collaboration features which can be found on [www.hubbell-marine.com](http://www.hubbell-marine.com). "Not everyone searches for products the same way," said Joe DiMaria, Hubbell's director of marine marketing and sales. Comments, notes and questions can be added and the marked-up file sent to a colleague via email or social media. Cropping allows for extraction, downloading,

printing and/or sharing of products. Contact DiMaria at [jdimaria@hubbell.com](mailto:jdimaria@hubbell.com).

## Furuno Videos Show Electronic Retrofits

A new video series that has started in July dubbed "Furuno Connections" offers tips, tricks, and entertainment detailing the complete electronics retrofit aboard a 2010 Center Console sport-fish boat. Included will be step-by-step installation procedures, serious on-the-water action, and great tips from the experts on how to choose and use the electronics for safe, fun boating, and catching more fish. Viewers can subscribe to be reminded of the weekly episodes and/or check additions at [www.youtube.com/user/FurunoVideo](http://www.youtube.com/user/FurunoVideo). Contact Jeff Kauzlaric, [jeffk@furuno.com](mailto:jeffk@furuno.com).

## Solar Power Joins Xantrex Power Line

Xantrex, is venturing beyond AC and DC power technology and adding solar solutions to its product portfolio. With the addition of solar the firm now offers a suite of electric power solutions that

**Xantrex's new 110W Solar Flex Kit and Expansion Kit.**



also includes power inverters, inverter/chargers, battery chargers, backup power and lithium ion batteries. In the first phase of this launch, offerings will include rigid panel and flexible panel roof-mounted solar kits and expansion kits to accommodate future upgrade or expansion. Portable solar kits are available with a rigid or flexible lightweight panel option for camping, tailgating and applications where it may be impractical to have a permanently mounted solar panel. All kits are designed with an eye for installation, including PV and battery cables, built-in fuse and mounting brackets. Contact Mitul Chandrani, [mitul.chandrani@xantrex.com](mailto:mitul.chandrani@xantrex.com).

## Indmar Has New Chief of Operations

Indmar Marine Engines announced Tim Maher has been named chief operating officer with responsibility for operating units worldwide and the day-to-day-operations of the company and manufacturing facility. Maher will oversee Customer Service, Purchasing, Manufacturing, Quality, Engineering, Research and Development. He will report directly to Chuck Rowe, president. Maher is a 10-year veteran of Indmar serving as vice president of operations since 2014. Under his guidance, the company successfully completed the International Organization of Standardization 9001: 2015 Certification, Contact Natalie Carrera, [ncarrera@indmar.com](mailto:ncarrera@indmar.com).



**Indmar Marine's new chief operating officer Tim Maher.**

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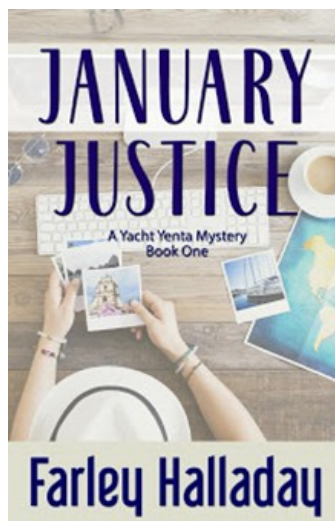
# Active Member News

## Bauman Shares Info On Women Anglers

At the recent ICAST show in Orlando, Betty Bauman of Ladies, Let's Go Fishing shared what she and colleagues have learned about the women's fishing market in more than 20 years of offering more than 100 interactive immersion-based educational programs to entice women to fish. Demographics, preferences, obstacles, needs regarding fishing, based on input from more than 8,000 graduates. Most programs were on saltwater, with some on freshwater. She says it's a ripe, however elusive market for the fishing industry. The next ladies "Learn to Fish Day" will be at the Tampa Boat Show, September 6. Contact Bauman at [fish@ladiesletsfishing.com](mailto:fish@ladiesletsfishing.com).

## Groene Adds Mystery To Nonfiction Line

Janet Groene, writing under the pen name Farley Halladay, has a new fiction series starting with "January Justice, a Yacht Yenta Mystery". From her home base, the young widow Halladay has an online yacht charter booking service that allows her to live vicariously in all the oceans of the



world. Unfortunately, murders keep getting in the way. Groene is author of dozens of nonfiction books about travel, boating and RV travel. Her features appear in cruise ship publications in Alaska and Caribbean itineraries. The e-book is available for Kindle, Nook and other platforms. Farley also blogs at <https://boatcook.blogspot.com> and has her own Facebook page.

## Martin Flory Group Has New Client

Caframo, manufacturer of indoor and outdoor comfortable living solutions, has hired Martin Flory Group. The PR firm will promote its wide-ranging line of products now

under the new brand "Seekr" by Caframo into the marine and RV industries throughout South America, Europe, Middle East, Africa, Asia and Oceania and look for opportunities in evolving market segments. Contact Kelly Flory, [kelly@martin.flory.com](mailto:kelly@martin.flory.com),

## Soundings Repeating Innovative Firm Salute

*Soundings Trade Only's* second-annual Top 10 Most Innovative Marine Companies awards opened for entries on July 1. The contest attracted dozens of marine businesses of all sizes last year. "Our definition of innovation isn't about new products," says Michael Verdon, editor in chief. "It's more about the processes and concepts a business uses to define – or redefine – themselves in a changing industry." Applications may be submitted online at [www.tradeonlytoday.com/enter](http://www.tradeonlytoday.com/enter) through August 31. Contact Verdon at [MVerdon@aimmedia.com](mailto:MVerdon@aimmedia.com).



The **BWI Journal** is produced by and for members of Boating Writers International, 108 Ninth Street, Wilmette, IL 60091. (847) 736-4142. [www.bwi.org](http://www.bwi.org).

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.