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Mind and Body Hacks

I was listening to NPR the other day to a show called "Hidden Brain" and the guest was Cal Newport, the author of "Deep Work: Rules For Focused Success In A Distracted

World." He studied the habits of a group of famous writers and influential thinkers and found a number of similarities in their work habits. The most common denominator was their ability to avoid distractions, often by physically isolating themselves.

Mark Twain had a cabin away from his main house and had to be called to dinner with a horn. While this might not be practical for most of us, it's important to know how the mind works when it comes to concentrating on a task like writing an article.

Most of us have lives with more moving parts than a Patek Philippe watch; we are constantly checking our emails and phones or pop onto Facebook to see how our witty posts are performing (two likes? WTF!). While we think we are single-tasking, even brief interruptions are major



Getting enough -- or the right -- sleep? Maybe these guys can help. Photo courtesy Serta.

obstacles to achieving what Newport calls "deep work." Supposedly, it's not the length of the distraction but rather just the switch of attention from your main task that's the killer of quality thinking.

As I listened, I realized this is why I do my best work between the hours of 0400-0700...no distractions. Since then, for the rest of the day I have tried to limit my email/phone/social media checks to once an hour and it seems to have helped.

Writers face the same sort of occupational hazards as factory workers. The act of sitting in a chair for extended periods of time and performing repetitive motions are known to be detrimental to your health. A few months back, I was having trouble with my right arm. It would

alternate between feeling numb or throbbing painfully and I could no longer sleep on my side. As it turned out the culprit was my mouse, used at the same height all the time. I now have three

different mice I rotate each week and I now vary the height and

it's worked. My most common mouse pad is now my thigh.

To help my chronic bad back, I spent a stupid amount of money on a Herman Miller Aeron chair and have never regretted it. Don't neglect your mattress either. I've never understood why people will spend \$40k on a car that they're in an hour a day, but only spend a couple hundred for a place where they should spend eight hours a day. I bought a quality memory foam mattress a decade ago and it's the best money I've ever spent.

Stay healthy my friends!

You can reach me at boatscribe@comcast.net.

Alan Jones
BWI President

IBEX Setting Pre-Show Records



IBEX

POWERED BY METSTRIDE

THE INTERNATIONAL BOATBUILDERS' EXHIBITION & CONFERENCE

The International BoatBuilders' Exhibition and Conference (IBEX), which will be held October 1-3 at the Tampa Convention Center, set a new record even before the doors have opened. The

2019 IBEX Innovation Awards, managed by the National Marine Manufacturers Association (NMMA) and judged by Boating Writers International (BWI), received 104 entries from more than 80 companies, the most submitted in the program's history.

The Innovation Awards honor product development and the manufacturers and suppliers who bring new, in-

novative products for the recreational marine industry to market. This unprecedented collection of new product entries will be displayed at IBEX along Innovation Way, located on the 2nd floor in the Rotunda at the Tampa Convention Center throughout the show. The awards will be presented during the annual IBEX Industry Breakfast, scheduled to take place on Tuesday, October 1, 7:30 a.m. - 9:30 a.m. in the Grand Ballroom at the Tampa Waterside Marriott Hotel. Tickets for the Industry Breakfast and Innovation Awards ceremony are still available and are \$40 per person. A list of entrants can be found in the 2019 IBEX Show

Directory & Buyers' Guide.

IBEX Product Pitches will be held Wednesday at 11:00 am at the Tech Talk Theater. This is an exciting, live product showcase of the coolest new products on the show floor and it's a great place to pick up writing ideas.

A full listing of IBEX events are posted here: trmg.foleon.com/ibex-2019/show-direct-ory-buyers-guide/schedule/.

Press can register for IBEX through the general registration link (www.expologic.com/clients/ibex/reg/?rs=register) for attendee/press, selecting the "press" category. IBEX press contact is Andrew Golden, agolden@rushingtongregory.com of Rushton Gregory.

FLIBS Marks 60th Year, Expands

The Fort Lauderdale International Boat Show -- FLIBS -- is on the horizon and is celebrating its 60th year. The show will be held Wednesday, October 30 to Sunday, November 3 and over 100,000 attendees from over 50 countries are expected. With seven official venues the event can be a little daunting but this year, be sure to check out debuting Superyacht Village at Pier Sixty-Six Marina Southside.

The Marine Marketers of America (MMA) will hold its



Marine Industries Association

of South Florida

Since 1961

annual membership luncheon on October 31 from 11:30 - 1:00 pm in the Bahia Mar Harbor Lights Room. The keynote presenter is Christopher P. Ramey who will address "The 8 Laws for Marketing to High Net Worth Individuals." Seating is by reservation and is limited to 90. More information is here: <https://marine-marketersofamerica.org/>.

Look for the October newsletter when we'll have more information on the annual favorite -- the BWI ZF Breakfast held Thursday, October 31 at 8:00 am as well as updates on the new FLIBS media facilities.

FLIBS news, credentials and registration links can be found here: www.flibs.com/en/media/press.html. Laura Acker (lacker@krepspr.com) is the media contact from the Kreps DeMaria PR team.

Owned by the Marine Industries Association of South Florida (MIASF) and produced by Informa Markets, FLIBS is said to be recognized as the largest in-water boat show in the world.

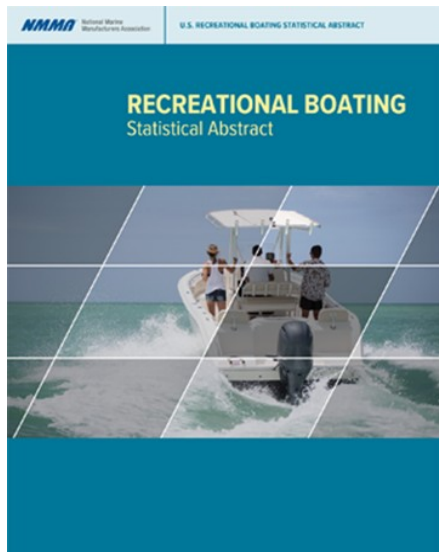


FORT LAUDERDALE
INTERNATIONAL
BOAT SHOW

Registrations Chart Boat Activity

The eighth and final section of NMMA's 2018 U.S. Recreational Boating Statistical Abstract, Total Boat Registrations 2006 - 2018, is now available in the Statistics section of NMMA.org. Included in this report are annual data on total recreational boats in use and by type, boats retired from the fleet, recreational boat registration totals by state, region, length, powerboat propulsion category and non-powered boat type. Insights from the report include:

- Total U.S. boat registrations edged slightly down (-0.8 percent) in 2018.
- The estimated number of boats in use, including those that are not registered, was 15.8 million.
- Seventy-six percent of reg-



- istered boats are concentrated in the top 20 states.
- Thirty-two percent of registered boats are concentrated in the top 5 states of Florida, Minnesota, Michigan, California and Wisconsin.

- For the 15th consecutive year, the Great Lakes region has had the densest concentration of registered boats per household, followed by the South Atlantic region, which includes Florida, the state with the most registered boats.

NMMA members receive unlimited complimentary access to the digital versions of the Abstract. Digital versions of the reports are available for purchase by non-NMMA members. Total Boat Registrations report is \$2,299 for non-members. NMMA members can also pre-order copies of the print version of the full compilation report; the print version is \$225 for members. Contact – stats@nmma.org.

Spread Tips on Cutting Plastic Use

Each year, an estimated 18 billion pounds of plastic are dumped into our oceans from coastal regions. According to the World Economic Forum, at the current rate of pollution, there will be more plastic than fish, by weight, in the oceans by 2050.

To help reverse this trend, the nonprofit BoatUS Foundation for Boating Safety and Clean Water has some ideas to help:

- Pack carefully: Reduce plastics aboard by filling up and carrying an insulated container that holds enough cold water for the day instead of buying individual

bottles. Invest in a set of non-breakable plates, cutlery, and glasses to limit single-use plastics aboard.

- Crew buy-in: Communicate with crew and guests via a pre-departure briefing to remind them not to toss anything overboard and to hang onto items since boats are notoriously windy platforms. If anything is lost overboard, or if you come across plastic pollution such as a deflated birthday balloon, and conditions permit, stage a man-overboard drill. It's great practice for the real thing too.
- Recycle: If your marina or

boat club doesn't have a recycling program for plastics ask about starting one and provide separate containers aboard.

- When fishing, do your best to retrieve fishing line snags, and when re-spooling, recycle the old line instead of throwing it in the trash.

Contact: Scott Croft, SCroft@BoatUS.com.



Plastic pollution, which degrades into small pieces like these and are easily ingested by marine organisms.

Active & Associate Member News

Practical Sailor Adds Harvard Med Pub

In a new definition of "covering the waterfront," Practical Sailor's parent company Belvoir Media Group has taken over publishing operations of Harvard Health Publishing, the media arm of Harvard Medical School. Belvoir has been publishing *Practical Sailor* since acquiring it in 1975, and current editor Darrell Nicholson is long-time BWI stalwart.

"Belvoir started out as a publisher of subscriber-supported newsletters and magazines, covering first aviation then marine," said Executive Vice President Tim Cole, also a BWI member. "We also formerly published *Powerboat Reports* and *Boatbuilder* then acquired the newsletter division of the Toronto Star in 1998 and a clutch of health newsletters came with it, including assets of The Cleveland Clinic, Cornell University, Tufts and others, which drew the attention of Harvard. It's a great fit. We've built the circulation of legacy titles like The Harvard Health Letter, while creating more special health reports, online guides and courses -- and soon, a Harvard podcast."

The take-away?: "The digital migration continues apace, But people still like and appreciate ink on paper." Contact Cole at cole.timothy@gmail.com.

Sargeant Wins For Climate Change Piece

Frank Sargeant, a long time boating and fishing writer, has won the writing category – and \$5,000 check – in the

OWAA/Climate Hawks Climate Change Media Challenge with a three-part series, "A No Nonsense Look at Climate Change," which appeared in The Fishing Wire, a daily online newsletter of which he's editor. Sargeant was a senior writer for *Boating Magazine* for many years as well as outdoors editor of the Tampa (FL) Tribune for 25 years. The final installment of the series is posted at <https://www.thefishingwire.com/features/1cd30720-9d05-494b-a2e3-d9a621eal8af>. Contact Sargeant at Frankmakol@gmail.com.

Curtis Says Videos Will Grow Impact

Former Supporting Member Doug Curtis continues advising the industry on how to grow messaging and impact with his recent look at digital disruption. He notes that research indicates 85 percent of CEOs are worried about this disruption. Beefing up video use, he says, can boost click-through rates two to three times and keep visitors on websites longer. Curtis has created a short video explaining the routine that can be accessed through this link: <https://increasing-sales.dougcurtis.com/1-landing-page>. His email is doug@dougcurtis.com.

Martin Flory Adds 2

Life Industries, formulator of cleaning and restoration chemicals for the marine, RV and aviation market segments, has hired Martin Flory Group to handle its public relations,

product promotion and corporate news throughout North America. FixTech has hired the firm to promote the company's news and line of adhesives, sealants and epoxies in the recreational and commercial marine, and RV industries. Contact news@martinflory.com.

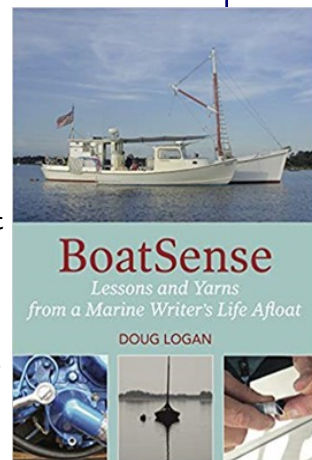
Logan Packages Lessons in New Book

In "BoatSense," veteran sailor and writer Doug Logan sets down a commonsense approach to boating and boat ownership, with observations and advice from a lifetime around a wide variety of boats. Readers of sailing magazines and major boating websites will be familiar with his warm and humorous writing style. He offers a collection of on-the-water wisdom, anecdotes, and practical advice, seasoned with reverence for the life lessons that boating can bring. Logan offers

thoughts of an experienced boat operator and addresses the habits of seamanship needed to safely and happily operate any small boat, power or sail. The new offering can be found at <https://seapointbooks.com/>. Contact Logan at loganct@gmail.com.



Tim Cole



Supporting Member News

BoatUS GR Staffer New Boat/Fish Chair

BoatUS Vice President of
Government Affairs Chris

Edmonston has been elected chairman of the Sport Fishing and Boating Partnership Council. Representatives from state and federal agencies, fishing and boating groups comprise the 18-member body.

Edmonston The council advises the U.S. Secretary of the Interior on recreational fishing, boating and aquatic resource conservation issues. Work focuses on improving access to recreational activities, conserving fisheries and waterways, combating invasive species, and other topics that impact boating. Contact Scott Croft, SCroft@BoatUS.com.

ABYC Updates Guide to Building & Repair

The American Boat and Yacht Council (ABYC) published its 59th supplement of *Standards and Technical Information Reports for Small Craft*, which covers all major boat systems and provides industry with the latest in boat building and repair standards. ABYC standards are continuously researched, developed, and revised by over 400 volunteer technical experts and marine professionals. "This year's supplement is full of improvements

that address the advancing trends in the industry and improve the standards' usability," said Technical Director Brian Goodwin. Contact Helen Koepper, hkoepper@abycinc.org.

Discover Boating's Easy Link to Content

To connect with new audiences in today's marketing environment, social media can help engage more customers, drive traffic to websites and generate leads. Discover Boating has partnered with Thumbstopper® to simplify gaining relevant boating content to link with social media such as Facebook. The program automatically posts boating lifestyle content and offers access to a library of more subject matter. Automated postings are intended to simplify consistent content additions while increasing the engagement and awareness of business offerings. Details can be found here: www.growboating.org/social-media-content.aspx. Contact Freya Olsen at folsen@nmma.org/.

Sea Tow Saluting Top Boat Safety Work

The Sea Tow Foundation, with input of its newly launched North American Sober Skipper Advisory Council, announces a new national awards program designed to recognize the best boating safety work in the for-profit sector of the U.S. recreational marine marketplace. The inaugural "National Boating Industry Safety Awards" will be held



at the new Elevate Summit on November 22 in Orlando, FL and will honor top programs and promotions in four categories. Nominations will be accepted until October 1, 2019. Details and nomination form posted at www.boatingsafety.com/nbisa-launch/. Contact Gail Kulp, gail@boatingsafety.com.

Westerbeke Remains Long-Time BWI Supporter

Gremlins got into the latest BWI Annual Directory distributed last month and stole the listing for Westerbeke Corporation. The snafu was reported by Marketing Chief Tom Sutherland, who advised that all's well in Taunton, MA where the manufacturing of marine engines, generators and climate control products continues unabated. Westerbeke's information is being re-inserted in the Directory which can be accessed by members through an online link.

All BWI Supporting members are listed at www.bwi.org/downloads/bwi-supporters.pdf including contact and product and/or services information. Those with corrections should forward them to info@bwi.org.



Calendar & Events

BWI OFFICERS

President

Alan Jones ('19)

boatscribe@comcast.net

1st Vice President

Charlie Levine ('21)

clevine@fishtrack.com

2nd Vice President

Chris Woodward ('21)

chris.woodward@bonniercorp.com

BWI DIRECTORS

Ron Ballanti ('21)

ron@strike-zone.net

Gary Reich ('20)

garyreich@gmail.com

Zuzana Prochazka ('19)

totemgroup@msn.com

Jim Fulllione ('20)

jim@mejbiz.com

Brady Kay ('19)

blk@harrispublishing.com

BWI Past President

Lenny Rudow

ultangler@gmail.com

Executive Director

Greg Proteau

info@bwi.org



At the 2019 Miami Show, Scholarship Fund President Robert Beringer (from l.) hands check to Dan Harding of Power & Motoryacht, accepting for Carly Sisson, as key sponsors Joe De-Fina of Chevron and Dean Corbisier of Suzuki look on.

walk southeast from the Tampa Convention Center, across the bridge. Contact Kelly Flory, kelly@martinflory.com; at the show call 847/812-4533.

Donate, Sign Up For BWI Scholarships

In its second year, BWI's Scholarship effort is looking for donations to fund and applications for giving the money to an undergraduate college student showing promise for boating journalism. Donations from all BWI members are welcome and can qualify as tax deductible as the fund is a 501 (c)(3) non-profit entity. Members can also encourage students to apply by directing them to the application posted at www.bwi.org/downloads/scholarship/BWI-Scholarship-App-20.pdf. Donations can be made out to BWI Scholarship Fund and sent to Robert Beringer, 4599 Deep River Pl., Jacksonville, FL 32224. For questions, contact Beringer at robertberinger@yahoo.com.

Ladies Fish In October

The "Ladies, Let's Go Fishing!" Keys saltwater fishing university will be held October 18-20 at the Tavernier Elks Club, 92600 Overseas Hwy, Tavernier, FL. Twin receptions, classes, hands-on skill practice, door prizes and gifts included; men and teens welcome. Email info@ladiesletsgo fishing.com; register at www.ladiesletsgo fishing.com.

Martin Flory at IBEX

The Martin Flory Group Client Press Suite returns to IBEX this year on behalf of their clients. Join them Wednesday, October 2, 6 to 9 p.m. at Liberty Lounge at American Social, 601 S. Harbor Island Blvd., #107. American Social is a short

NMMA Shows Begin Registration Routine

Trade Registration for the NMMA 2019/2020 show season has begun for members of the marine industry. Trade credentials offer admission to all NMMA - produced consumer boat and sport shows and access to each show two hours prior to opening. NMMA members have complimentary registration until November 15. Media member badges should be requested on each show's website. Valid media credentials must be shown in order to retrieve media badges. (business cards and I.D required). Go to <http://www.nmma.org/shows/trade-registration>; contact traderegistration@nmma.org.

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.

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.

