

Inside this issue:

Writing Contest Entries & Numbers	2
BWI Members Host New Boaters	
Member News	3
Need to Know At Miami Shows	4
New Members	

## Miami Spotlight: Awards & Prizes

In mid-February the boating universe will have its eyes on Miami and thousands of sector workers will head there, including a significant number from media. The draw, of course, is NMMA's Miami Boat Show and Informa's Yacht Show. Another important draw for BWI members will be our annual gathering at MIBS on Thursday, February 13 from 8 to 9:30 at the Stella Bistro (formerly the Peroni Lounge) on Pier 4 to find out who are the winners in the annual writing contest (see more details on page 2). Our colleagues at Marine Marketers of America will also present their Neptune Awards during the program.

For a second year our friends at Yamaha Watercraft Group are the primary sponsor of the meeting and will absorb the costs of a continental breakfast and AV which are significant line items in BWI's budget. In addition, NMMA and MIBS show managers have carved out the place for us to meet which requires planning, effort and dollars. Please tell them you appreciate their involvement.

Our prize raffle is also returning to the meeting where we'll give away some great prizes generously donated by



Prize-meisters Charlie Levine (l.) and Alan Jones delivering the booty.

our supporting members. Supporters who have a chot-skie or discount on a product or service are welcome to join in. For details, contact me or Charlie Levine ([charlie@fishtrack.com](mailto:charlie@fishtrack.com)) as we are managing the input and output.

For Active writers, it's a good idea to request show credentials for both MIBS and Yachts in advance – note that these are separate endeavors requiring registration at each, details noted on page 4. And another reminder: Those planning to attend our MIBS meet should take a cab or Uber or arrange to park at the show since buses and water taxis don't run until 9 a.m.

We will be distributing our usual "Media Events" eblast to members early on the week of the Miami shows with de-

tails of special gatherings planned for writers. If you wish to include your event, please send it as early as possible to [info@bwi.org](mailto:info@bwi.org).

All Active and Associate members received an annual election notice and ballot in early January. If you have not voted, please do so. Although the election is not contested, that is, three candidates are seeking three Director seats, we ask that you verify the process. You will also get background information on those who will be involved in running BWI: Brady Kay, Kim Koditek and Lenny Rudow (who you may know).

To follow up on information provided last month about legislation that seeks to reclassify freelancers, including writers, as company workers as opposed to part-timers, the update is not encouraging. BWI past president Kim Kavin continues battling the ill-advised effort and recently went "national" in arguing against it. See her op-ed in the *Daily Kos* blog here: [www.dailykos.com/stories/](http://www.dailykos.com/stories/).

I'm looking forward to seeing you in Miami.

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

**Alan Jones**  
BWI President

## BWI-ers Host New Boaters at Shows



**BWI president Alan Jones on duty at Discover Boating's "Hub" during the recent Chicago Boat Show.**

The Discover Boating Experience (DBX), the 'Hub for Boaters' debuted in early January at the Chicago Boat, RV & Sail Show and will be held at an additional five NMMA winter shows. Serving as hosts and presenters there were BWI president Alan Jones and Director Zuzana Prochazka. Charles Plueddeman, also a BWI member, will also be joining as host.

Visitors to the welcoming centers hear talks to inspire on-water and outdoor adventures, visit the Hub's stations

to take part in workshops, get one-on-one advice, see the latest products and more. Stations include: Selecting the right boat; Boat Care; Conservation; Product Innovation; and learning about the latest in gear and technology.

DBX will help visitors find more information about ownership from show partners, dealers and other exhibitors. The lounge area offers a place to relax, charge mobile phones, take photos at the social media wall and offers live music on the weekends.

## Writing Contest Pulls In 299 Entries

### Contest Categories & Sponsors

**Boating Columns** – sponsored by KVH Industries, Inc.

**Boating Lifestyles** – sponsored by Discover Boating

**Boating Profiles** – sponsored by ZF Marine

**Boating Travel or Destinations** – sponsored by Kicker Marine Audio

**Boating Adventures** – sponsored by Yamaha Marine

**Boating Photography** – sponsored by Freedom Boat Club

**Environmental Awareness & Education** – sponsored by Torqeedo Inc.

**Fishing** – sponsored by Suzuki Motor Corporation

**Boating Issues, News and Analysis** – sponsored by Mercury Marine

**The Business of Boating** – sponsored by Evinrude

**Seamanship, Rescue & Safety** – sponsored by Sea Tow Services International

**Boat Tests & Reviews** – sponsored by Volvo Penta

**Gear, Electronics & Product Tests** – sponsored by Xantrex/Schneider Electric

**Boat Projects, Renovations & Retrofits** – sponsored by Boats Group

**Boating Videos** – sponsored by Boat Owners Assn. of the U.S.

Fifteen categories in the 2019 Writing Contest were valid (requiring at least 10 entries) this year. Top categories were Profiles followed by Projects & Renovations while lowest were Videos and Adventures. Overall final count is 299 entries by 112 entrants compared with 343 entries by 119 entrants, respectively, last year.

First-, second- and third-place scorers will receive cash awards of \$500, \$300 and \$200, respectively, Thursday February 13 during the Annual Meeting in Miami. Certificates of Merit will also be announced in the press release issued in concert with the ceremony.

Categories and entry numbers are as follow:

Boat Projects	30
Boat Tests & Reviews	19
Boating Adventures	12
Boating Columns	19
Boating Issues	15



Boating Lifestyles	29
Boating Photography	16
Boating Profiles	33
Boating Travel	24
Boating Videos	11
Business of Boating	18
Environmental Aware	19
Fishing	17
Gear, Electronics Tests	21
Seamanship, Rescue	16

Cash awardees will be advised by email that they "won something" and invited to retrieve it. Sponsors, noted nearby, will be invited as well to hand out the awards. Merit Certificates will be distributed after the Miami Show.

# Member News

## NMMA Reports Steady '19 Boat Sales

The National Marine Manufacturers Association reports that as it finalizes yearly statistics, retail unit sales of new powerboats are estimated to have held steady in 2019 at approximately 280,000 units, the second highest total since 2007. As the winter boat show season unfolds, NMMA projects new powerboat sales are expected to be up as much as 2 percent in 2020. "Sales in 2019 were nearly on par with the 11-year high we saw in 2018, even with some softening particularly in the freshwater fishing category, which we attribute to unseasonably cold and rainy weather in spring and early summer," said president Frank Hugelmeyer. "With approximately \$42 billion per year in retail expenditures, boating is not only an economic driver but a unique vehicle for the kind of meaningful experiences consumers are seeking more and more." Contact Ellen Bradley, [ebradley@nmma.org](mailto:ebradley@nmma.org)

## New Pettit Partner Is Wood Boat Maker

Pettit Paint has formed a partnership with Chesapeake Light Craft (CLC) of Annapolis, MD to further provide finishing supplies to plans and kit builders worldwide. CLC will feature Pettit boat building supplies including topside paint, varnish, and flexible repair and construction epoxy. As part of the partnership, Pettit representatives will visit the builder's facility

to teach and promote application techniques and suggest products that best suit the needs of wooden boat kit builders which will also be captured on videos, documenting steps to finish a CLC kit build using the best of applicable Pettit products. Contact Tom Maellaro, [TMaellaro@pettitpaint.com](mailto:TMaellaro@pettitpaint.com).

## Groene's Blog Open To Submissions

Janet Groene's fictional Yacht Yenta now has her own weekly blog, focusing on casual consumer news for all interested in boats and boat-related travel such as special events at Mystic or South Street Seaport or family-friendly boat shows, chartering worldwide, boat parades, harbor festivals, etc. Those who have relevant material to be included in the blog are welcome to send it to Groene noting a lead time of two weeks. Send to [janetgroene@yahoo.com](mailto:janetgroene@yahoo.com). See the blog at [www.farleyhalladay.blogspot.com](http://www.farleyhalladay.blogspot.com).

## ZF & Siren Marine Connect for Users

ZF Marine is partnering with Siren Marine to deliver an interactive "Connected Boat" experience created specifically for ZF customers. Through this partnership, Siren Marine's cloud-based platform will connect boaters with their ZF transmissions 24/7, keeping them informed about the status of their equipment, tracking usage hours, alerting them to potential issues, and providing

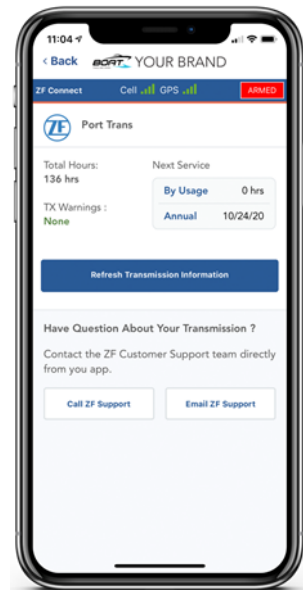
notifications about recommended service intervals. The goal is for users to minimize potential downtime, achieve trouble-free boating and have a better experience. Contact Martin Meissner, [martin.meissner@zf.com](mailto:martin.meissner@zf.com) or Phil Gaynor, [phil.gaynor@sirenmarine.com](mailto:phil.gaynor@sirenmarine.com),

## Martin Flory Hired By Airwave Marine

AirWave Marine has hired Martin Flory Group to assist in expanding its North American market share. The public relations firm will promote the company's news and line of VHF, AM/FM, cellular and GPS marine antennas, and related accessories. Contact Kelly Flory, [kelly@martinflory.com](mailto:kelly@martinflory.com).

## Exec Changes At U.S. Volvo Penta

Volvo Penta of the Americas today announced the promotion of Marcelo Puscar to Vice President of Marketing and appointment of Yichen Gu to Vice President of Parts and Accessories. Puscar continues serving as Marketing Director for the region and will expand his areas of responsibility to include creation and dissemination of digital content for the brand globally. Gu has served as the head of Volvo Penta's Dealer Business Management in Europe and will be responsible for the planning and direction of parts and accessory sales for North America. Contact Christine Carlson, [christine.carlson@volvo.com](mailto:christine.carlson@volvo.com).



**ZF transmission information can be displayed on a smart phone through a Siren "connection."**



# Need to Know - Miami Shows

## BWI OFFICERS

### President

**Alan Jones ('19)**

[boatscribe@comcast.net](mailto:boatscribe@comcast.net)

### 1st Vice President

**Charlie Levine ('21)**

[clevine@fishtrack.com](mailto:clevine@fishtrack.com)

### 2nd Vice President

**Chris Woodward ('21)**

[chris.woodward@bonniercorp.com](mailto:chris.woodward@bonniercorp.com)

## BWI DIRECTORS

**Ron Ballanti ('21)**

[ron@strike-zone.net](mailto:ron@strike-zone.net)

**Gary Reich ('20)**

[garyreich@gmail.com](mailto:garyreich@gmail.com)

**Zuzana Prochazka ('19)**

[totemgroup@msn.com](mailto:totemgroup@msn.com)

**Jim Fulllione ('20)**

[jim@mejbiz.com](mailto:jim@mejbiz.com)

**Brady Kay ('19)**

[blk@harrispublishing.com](mailto:blk@harrispublishing.com)

## BWI Past President

**Lenny Rudow**

[ultangler@gmail.com](mailto:ultangler@gmail.com)

## Executive Director

**Greg Proteau**

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



## Miami Yacht Show

The 32nd Annual Miami Yacht Show runs February 13 to 17. Media can register for credentials at [www.compusystems.com/servlet/ar?evt\\_uid=202&site=ATT](http://www.compusystems.com/servlet/ar?evt_uid=202&site=ATT). The media center will be located inside the Show, located at One Herald Plaza in downtown Miami.

Those registered can pick up media credentials at the Media Center and are also welcome to use the space throughout the show.

For a calendar listing the show's exhibitor press events, refer to the media calendar at <https://teamup.com/ksxahkx69cx3orw9d3>. Note some events are by invitation only or require media to RSVP beforehand. For media inquiries or questions contact Cindi Perantoni or Laura Acker at [Informamedia@krepsspr.com](mailto:Informamedia@krepsspr.com).

## Miami International Boat Show

MIBS returns to Miami Marine Stadium Park and Basin over President's Day weekend, February 13 to 17. Its billing claims over 1,400 boats and yachts in the show's custom-made marina, and attracting nearly 100,000 people.

Media can request a badge



Photo: Miami Yacht Show

here <https://www.miamiboatshow.com/media-center/badge>. Pick up badges at either the media center, just to the right at the front gate or before the show opens at trade registration to the left at the front gate. Remember that shuttle buses and water

taxis do not run early enough to attend the BWI/Marine Marketers meeting on Thursday morning or the Industry Breakfast on Friday morning, both starting at 7:30 a.m. Plan to drive or take a taxi or Uber instead.



## Active Members

Julia Carleton, Freelance Writer, Camden, ME  
 Zachary Krochina, Freelance Writer, Anchorage, AK  
 David Lynn, Freelance Writer, Las Vegas, NV  
 Marcie Lynn, Freelance Writer, Las Vegas, NV  
 Jeffrey Moser, Executive Editor, Essex, CT  
 Rick Shackleton, Freelance Writer, Westhampton, NY  
 David Turley, Freelance Writer, Delaware City, DE

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.