



SURVEY SAYS...

BWI survey reveals an older membership base and a desire for more networking.

by Charlie Levine, BWI President

Recently, we emailed members a 10-question survey. The hope was to better gauge what attributes of a BWI membership prove the most valuable. More than one-third of our members took the survey, which really blew me away. Most emails fall victim to full inboxes and never even get opened. To see such large open and click-through rates told me that our membership base not only cares about BWI but is willing to take some time to provide feedback and help us improve.

Here are some highlights (and one glaring low light) the survey revealed. When asked what members like most about their BWI membership, 65 percent said networking, while 47 percent said they like the two free entries they receive in the annual writing contest. Ninety percent of members said they find their membership somewhat valuable or very valuable. When asked what they'd like to see added as a membership perk, responses included discounts on travel and products, better communication, networking events and webinars.

The one response that made me nervous, but cemented what we already knew, is that we have an aging membership and need to

grow awareness and recruit new members. Forty-five percent of members have been involved for 15-plus years while only 20 percent fall in the zero- to five-year category. That is not a good formula for growth. As more members retire, we will continue to see a decline in our membership base unless we bring in some new communicators. To accomplish that, I would start by asking all of you to reach out to any young staffers you work with to see if they know of BWI and encourage them to get involved. Let's support our up-and-comers. More members equal more resources to launch more programs.

It's also clear that we need to grow our networking opportunities, but this is just about the most difficult time we've ever seen to do that. No one knows what the fall boat shows will look like. Will people travel to big shows like Ft. Lauderdale? Will smaller regional shows be a better option? Some boat shows, like Annapolis, have announced that the event will go on as originally scheduled, but are looking at controlling the number of visitors and other safety precautions. So, we're going to shelve the idea of a BWI conference for now and pick it back up when the world heals up a bit. And, we'll schedule a webinar for this summer to see how that performs.

If for some reason you did not see the email with the survey link, please let us know so we can update your contact point.

One final note, you probably already saw the news that Evinrude is stopping production of its outboards. That hit me hard. I have fond memories of running a 15-foot Boston Whaler as a kid, powered by a 35-hp Evinrude workhorse. We spent all summer skiing and jumping wakes on that little boat. My love of boating blossomed on that hull. I'm sad to see them go, but I can't say I'm surprised.

Let's work together to keep BWI growing strong in this ever-changing media landscape.

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NMMA RELEASES NEW RESOURCE FOR COVID-19 REOPENING PLANS

As states across the country continue to reopen their economies, plans have been outlined for businesses to protect the health of workers and citizens. In response, NMMA is releasing a new state tracking document, which serves as a quick guide to these reopening plans, benchmarks and task forces. For more information, please contact NMMA's COVID-19 task force at taskforce@nmma.org.

CHANGING VERBIAGE


In a move to simplify and potentially reduce misunderstanding of urgent weather messages used by recreational boaters to make critical safety decisions, the National Weather Service (NWS) has proposed renaming "Small Craft Advisory" to "Small Craft Warning." This proposal is part of a larger effort to reduce the messages to just two flagship headline terms: Watch and Warning. NOAA also says the name change would better align with all other marine warnings - Gale, Storm, and Hurricane Force Wind - leading to greater understanding by recreational boaters. Changing from an "advisory" to "warning" would not alter the term's definition or meaning. While there is no precise definition of a "small craft," today a "Small Craft Advisory" is issued when sustained wind




speeds or frequent gusts have reached 20 to 33 knots and/or seas or waves 4 feet and greater and/or waves or seas are potentially hazardous. BoatUS supports this initiative. For more information, contact Scott Croft at SCroft@BoatUS.com.

ABYC FOUNDATION ANNOUNCES FREE ONLINE TEXTBOOK FOR MARINE SERVICE SCHOOLS

The American Boat & Yacht Council Foundation and Active Interest Media (AIM) announced a new partnership to help school educators and their students. Fundamentals of Marine Service Technology is now available as a free web-accessible book, for marine service educators and their current students to use. Chapters in the textbook range from general shop safety and practices, to marine electrical system theory, servicing boat trailers, and maintenance and troubleshooting for outboards, gas, and diesel inboards. The hardback book is regularly priced at \$149 and is affiliated with a larger curriculum and instructor materials available for purchase through ABYC. For more information, contact Shannon Aronson at saronson@abycinc.org.



Fundamentals of
Marine Service
Technology



Ed Sherman and Tim Murphy
revised 5th Edition
with links to exclusive video instruction

presented by
The American Boat & Yacht Council and
The Kathy and Jerry Wood Foundation

MEMBER NEWS

Take Me Fishing & Discover Boating Set to Launch "Get On Board" PSA Campaign

On June 15, 2020, Take Me Fishing and Discover Boating will be launching their joint PSA campaign with the tagline, "Get On Board." The entire boating community is encouraged to participate to help unify the industry's voice and promote the many benefits of being on the water, especially amidst the COVID-19 pandemic. Please share the PSA across your own social media channels and in your coverage of the industry, using the hashtag, "#TheWaterIsOpen." For more information, please contact Ellen Bradley at eb Bradley@nmma.org and Stephanie Vatalaro at svatalaro@rbff.org.

Sea Tow Foundation names additions to Sober Skipper Advisory Council

The Sea Tow Foundation has appointed seven new marine industry stakeholders to serve on its North American Sober Skipper Advisory Council which was established in 2019. Among the added are: Adam Fortier-Brown, TK Krumenacker, Tyler Mehrl, Mark Pillsbury, Angie Scott, Eric Shepard, Leslie Zlotnick. For more information, contact Gail Kulp at gail@boatingsafety.com.

Volvo Penta Supplies Personal Protective Equipment to Healthcare Workers

Volvo Penta has been producing PPE equipment at two of its North American facilities and distributing

this vital protective gear to healthcare workers in the local communities and beyond. The company's engineering team at their headquarters in Virginia has led the development of medical face shields using a Selective Laser Sintering (SLS) 3D printing system. At Volvo's office in Wisconsin, the staff has developed ear guards to help alleviate pain experienced by healthcare workers wearing face masks. To date, more than 1,000 units of this protective equipment have been shipped to hospitals, rehabilitation centers, nursing homes and pharmacies in seven states. For more information on these initiatives, contact Christine Carlson at christine.carlson@volvo.com.

Bing O'Meara

Associate member, Wanda Kenton-Smith, has recently informed us that long-term BWI colleague and Lakeland Boating Publisher Bing O'Meara has been in an assisted living facility and without much contact due to Covid-19. His wife Linda said Bing would love to hear from boating industry friends and that the hardest thing for him right now is not being able to go boating. A quick note, a copy of your latest boating publication or a card would be much appreciated.

Please send to:

Bing O'Meara
c/o Emerald Place
1879 Chestnut Avenue
Glenview, Illinois 60025



Volvo Penta makes PPE.

CALENDAR & EVENTS

Shows Confirming Live Dates

IBEX personnel are planning to open IBEX on September 28 and will be launching the registration process in the coming weeks. The staff is monitoring the situation in Florida and the governor's reopening plan. They remain optimistic that the state will reach Phase 3, allowing IBEX to take place as scheduled. For updates, visit ibexshow.com.

The United Sailboat and Powerboat shows are expected to remain on schedule this fall in Annapolis. The powerboat show will take place October 1-4 with the sailboat show following on October 8-12. For more information, visit annapolisboatshows.com.

The Cannes Yachting Festival will go on live and as scheduled, September 8-13. Nearly 600 boats and yachts are expected to be on display in the Vieux Port and Port Pierre Canto. For changes, updates and details, check cannesyachtingfestival.com.

"Ladies, Let's Go Fishing!" South Florida August 21-23, 2020

Women, men and teens are invited to tackle offshore fishing skills at the South Florida "Ladies, Let's Go Fishing!" University at the International Game Fish Association, Dania Beach, FL. Early Registration of \$79 (Regular, \$99) includes \$50 worth of goodies, networking reception and fundraisers,

classes, hands-on practice and more. Guided fishing is additional. For more information, contact: (954) 475-9068; email: info@ladiesletsgofishing.com; website: ladiesletsgofishing.com.



2020 NMEA Conference Goes Virtual

NMEA (National Marine Electronics Association) has decided to hold the previously scheduled 2020 NMEA Conference and Expo as a virtual, online training event, due to health considerations and future uncertainty around travel and large gathering restrictions due to Covid19. This virtual training event will be held September 22-24, 2020. NMEA is researching options that may enable the traditional product awards and expo into a virtual event during that week. By mid-July a full conference lineup, schedule, and offerings will be listed on the NMEA website, www.nmea.org. For more information, contact Mark Reedenauer at (410) 975-9425 or mreedenaue@nmea.org.

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