



ADAPTING TO CHANGE

The strangest year ever continues to linger on.

by Charlie Levine, BWI President

Life is like the weather. One minute you're enjoying a sun filled day on calm seas, the next minute a squall kicks up, cracks the stillness and sends you running for cover. If you weather the squall, the sun will come out again and hopefully you will enjoy the warmth on your cheeks just a bit more than before.

As boaters, you learn to prepare for the worst, but that's a lesson often taught the hard way. Nearly sinking has a way of changing how you think. Whether you're on the boat or on the hard, everything is in a constant flux of change and, as Darwin noted, "it isn't intelligence that is the key to survival, it's adaptation." If you don't change and hang on to what you know for as long as you can, you're going to get left in the dust pretty quick.

My first exposure to Boating Writers International was at the Miami Boat Show in 2000. I walked into the breakfast and was surprised to find it so crowded. Smiling faces chatting away, coffee cups clattering and people scurrying about for an open seat. The room was pretty packed, and loud. All of 25 years old, I looked

around for anyone close to my age. There weren't many, maybe a couple. I saw some of my colleagues: Dean Clarke took me under his sizable wing and introduced me around. While everyone was friendly and welcoming, it was a little bit intimidating. I was young and green, and these folks all seemed to know each other so well. The air of the room was filled with cliques, and though I was an outsider, a fresh face, it felt nice to be a part of a community of journalists on a common mission. A lot has changed since my first meeting, but a lot has stayed the same.

The number of boating magazines has dwindled, the number of BWI members has also shrunk, but the passion that boaters have for this sport has never wavered. If anything, the pandemic has reinvigorated a love of all things on the water. Our magazines, websites and social channels were discovered by new boaters. At Power & Motoryacht, we received more letters than usual in 2020, with a lot of readers thanking us for delivering them a welcomed periodical so they could think about their next



adventure, even though they were stuck at home. My year as BWI president will probably go down as the strangest year since the organization was founded in 1970. I haven't shaken any hands or been among my fellow members. The pandemic robbed us of our annual gatherings but BWI has continued to soldier on. We will be hosting a virtual event to announce the winners of the annual writing contest, so please stay tuned for more on that.

As I hand over the reins to a new president, I leave with a few thoughts. Let's continue to discuss opening up BWI to more communicators, a move that would be helped with a name change. Let's raise the annual dues so we can host more networking events and workshops once the covid curtain lifts. Let's bring in some speakers who can help us adapt and learn to improve our skills. Let's make a BWI membership a must-have.

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BWI ANNUAL WRITING CONTEST UPDATE

The scores are being tallied even as this is being written and soon, we'll have winners in the BWI Annual Contest for 2020. Normally, winners are announced at the BWI Annual Breakfast at MIBS with in-person presentations of plaques by our generous sponsors. This year will be different. We'll hold a virtual event with winners announced online on February 18, 2021. Stay tuned for details – information with logins and time to be announced by email.

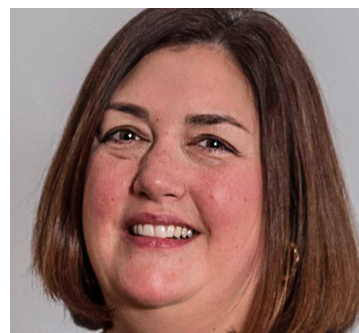
U.S. COAST GUARD NATIONAL SECURITY SURVEY RESULTS RELEASED

The [National Recreational Boating Safety Survey \(NRBSS\)](#) looks at boating participation demographics, trends, boat use, at-risk boating populations, boating safety and more. The survey data was captured in 2018 and that may have changed significantly during the unusual year of 2020. Some notable findings:

- **Ownership:** Approximately 25.2 million boats were owned by 14.5 million households in 2018. While the majority (94.5% or 23.83 million) of boats in the country were owned exclusively by someone residing in the household, nearly 1.4 million boats were in joint/shared ownership.
- **Boat use:** Boats that were operated were taken out on the water on average of 19 days — 29 days for motorized boats and 12 days for human-powered boats.
- **Operator use:** Five states – Florida, Michigan, Texas, South Carolina, and New York – represented about 31% of all person boat hours.
- **Safety:** About one-third (33.7% or 220,000) of all boats and 32.8% of motorized boats that operated over 3 nautical miles from shore were equipped with EPIRBs while 83.2% of the motorized boats that were operated at least once were equipped with an emergency engine cutoff switch. Just 13.9% had VHF-DSC radios. About two-thirds (65.6%) of persons hadn't taken a boating safety course.
- **Trailer boats:** About 6 million boats were either trailered or transported, representing almost two-thirds (65.3%) of total boats.
- **Boater socioeconomic:** Boat-owning households were predominately all-white households. All Black/African American households represented less than 1% of boat-owning households. Households with incomes between \$75,000 and \$149,999 represents 37.5% of total ownership.
- **Fatalities/accidents:** The risk for fatalities was twice as high on human-powered boats.

SEA TOW'S PRESIDENT NAMED 2020 DARLENE BRIGGS WOMAN OF THE YEAR

Kristen Frohnhoefer was honored by the Marine Retailers Association of the Americas (MRAA) Educational Foundation when she received the prestigious Darlene Briggs woman of the year award on Wednesday, December 9th during MRAA's 2020 Dealer Week via a digital conference and expo. The Darlene Briggs Award is named after the late Darlene Briggs who was admired for her tireless dedication to the marine industry. Recipients of the award showcase "long and devoted service, untiring commitment, and the advancement of women in the marine business."



NEW 2021 LEADERSHIP TEAM AT MMA

Marine Marketers of America (MMA) announced the election of new officers and appointment of new board members. New officers for 2021 are Courtney Chalmers, president, and Kristen Frohnhoefer, vice president. Romina Bompani continues in her role as secretary of the association. New board members serving three-year terms include Brian Sullivan, vice president of marketing, Nautique; Jane Schlegel, director of global marketing, Malibu; and Keith Ammons, vice president of sales and marketing, Regulator Marine.

Chalmers succeeds founding president Wanda Kenton Smith of Kenton Smith Marketing, who retires from the post after launching and leading the organization for more than 13 years. Kenton Smith remains in an advisory role as immediate past president. Also retiring from the board are three additional long-standing leaders who have significantly contributed to the organization's success including founding member and VP Sally Helme of Bonnier Corp. who was point on the conception and launch of the Neptune Awards; founding board member Jim Rhodes of Rhodes Communications who has managed the association's publicity since the outset and contributed in many projects; and Mark Kellum of Canal Street Creative who assisted in multiple roles including designing the association's logo.

MEMBER NEWS

MARTIN FLORY GROUP RETAINS NEW CLIENT

Bombora is a lifestyle adventure company looking to promote brand awareness in North America. They manufacture inflatable, belted PFDs.

2020 NATIONAL BOATING INDUSTRY SAFETY AWARDS

The Top Powerboat Manufacturer Award was presented for the second year to Sea Ray Boats. Another repeat winner was MarineMax who took home top honors in a new category for the Top Marine Retailer with More Than Three Locations. An additional new category was Top Marine Retailer with One to Three Locations which was awarded to Bridge Marina of Lake Hopatcong, NJ. Finally, another new category for 2020 was the Top Gear & Equipment Manufacturer Award won by FELL Marine.

RBFF EASES REGISTRATION LINKS TO FISHING AND BOAT REGISTRATION

A website plugin is now on the websites of 88 brands. The tool, which brings license and registration information straight to the users of any consumer-facing website, recorded 111,000 sessions in the month of October. Among others, Amazon has added the plugin to its site. A click directs consumers to the proper state agency pages to purchase fishing licenses and register boats, ultimately leading to more funds for conservation efforts and more links to referrals to readers and customers. Access the plugin at Takemefishing.org/websiteplugin.

NMEA RELEASES ONENET STANDARD V1.0

The National Marine Electronics Association released its latest protocol, the NMEA OneNet® Standard V1.0. This is an open industry standard based on Internet Protocol Version 6 (IPv6) and the IEEE 802.3 Ethernet Local Area Network. The standard brings together years of committee efforts and is designed for IP networking of marine electronic devices on and off the vessel.

OneNet provides a common network infrastructure for marine electronic devices and/or services on IPv6. The NMEA OneNet Committee utilized many existing standards, including RFCs (Requests for Comments) published by the Internet Engineering Task Force (IETF). OneNet is expected to significantly reduce implementation cost and ensure compatibility with existing TCP/IP networks around the world.

UPDATES ON WINTER SHOWS

Boot Dusseldorf

Now canceled for 2021. Boot.com

New England Boat Show

Canceled.

MIBS

Canceled. Virtual State of the Industry Presentation in Feb. MiamiBoatShow.com

Northwest Sportshow

Canceled.

Atlantic City Boat Show

Postponed to April 7-11.

BWI Officers

President

Charlie Levine ('22)

editorialoutfitters@gmail.com

1st Vice President

Chris Woodward ('21)

chris.woodward@bonniercorp.com

2nd Vice President

Brady Kay ('21)

blk@harrispublishing.com

BWI Past President

Alan Jones

boatscribe@comcast.net

BWI Directors

Lenny Rudow ('22)

ultangler@gmail.com

Kim Koditek ('22)

kkoditek@nmma.org

Ron Ballanti ('21)

ron@strike-zone.net

Jim Fulliove ('20)

jim@mejbiz.com

Ben Stein ('20)

ben.stein@panbo.com

Executive Director

Zuzana Prochazka

newbwiinfo@gmail.com

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WELCOME

Active Members

D.B. Davies

Freelance Writer

Toronto, ON

Niambi Davis

Freelance Writer

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Freelance Writer

Gloucester, MA

Robert Ferraro

Freelance Writer

New York, NY

Theresa Nicholson

Freelance Writer

Osprey, FL

Joe Sills

Freelance Writer

Memphis, TN

Carly Sisson

Writer/Editor

Bedford, MA

Doug Stamm

Freelance Writer

Naples, FL

John Vigor

Freelance Writer

Osprey, FL