



CHANGES COMING IN 2022

by Brady Kay, BWI President

While there is still plenty of time in my two-year term as president of Boating Writers International to leave my mark, I'm reluctantly coming to terms with the thought that I might be best remembered as the guy who raised the annual membership dues. Hey, it's nice to be remembered for something, right?

If we not only want to continue to survive and grow as a non-profit organization but also improve and move forward, there comes a time when increases across the board need to take place and we've come to that point.

So just how long has it been since BWI members have seen an increase? The last time active membership dues were raised, Osama Bin Laden was still alive, Apple hadn't even released its iPad yet and British Petroleum's "Deepwater Horizon" offshore oil platform had no idea what kind of problems were heading their way. Simply put, it has been more than two decades since dues were adjusted and we're clearly overdue.

Starting in 2022, active membership dues will be \$70 a year, but will still include two free entries into our annual BWI writing contest. Speaking of the writing contest, additional entries will now be \$30 each and just to

clarify, you must be a BWI member to participate—no non-member entries will be accepted. An associate membership will be \$85 a year with the supporting membership dues will become \$250. Quick note, there won't be any increases for contest sponsors, in case anyone was wondering.

Unlike the time LeBron James announced he was leaving Cleveland the first time (that was also before dues were increased last time, just saying), as a board we put a lot of thought into this decision and we didn't make it lightly. As all entities, we have costs that are rising and our current revenue model isn't sustainable.

We knew small, minimal increases weren't the answer and even though \$20 will hardly even buy you a beer at a boat show, we do recognize asking our members to go from \$50 to \$70 is significant. That said, even with this increase, the new dues are 25%-50% of those of other writing associations.

We truly appreciate your support and I can assure you we're always looking to provide added value to your membership. To be successful, some hard decisions need to be made from time to time and if we didn't feel like increasing our annual dues was necessary, we wouldn't be doing it.

Now that we got that out of the way, I'm prepared to spend these next two years as president working on being remembered for more than just being the guy who increased the membership dues.



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SUBMIT THE FULL PACKAGE

As a magazine editor, the hunt for quality-resolution images that can be used in print is much more time consuming than finding a good story. If you want to cement a good working relationship with an editor, try to make his or her life a little easier by not only submitting clean, error-free copy, but also sending along high-res images.



Many writers and editors have embraced digital photography to help bolster their submissions. Today's cameras offer superb

auto-focus functionality, so you really don't need to know what a F-stop is to take a nice shot. It's more about setting up the photo in the frame, getting the image in focus and trying different angles to capture something engaging. It's not like you have to buy film so fire away. The more photos you take, the better chance you have at getting a great image. You can also watch YouTube tutorials or sign up for an online digital photography class if you want to improve your shooting.

Cell phone cameras are useful, but they rarely have enough resolution to print as a full page or spread. Some phones are definitely better than others, and I'm sure they'll continue to get better, but I wouldn't rely on them if you want to publish your photos. Another great benefit to submitting photos is you can earn a few more bucks if the image is printed. So, whenever you are on assignment, take lots of photos and submit the best ones.

If you don't shoot photos, you can still help an editor out by contacting manufacturers to see if they've completed any photo shoots. Boat builders almost always have photos on hand that they can supply. Ask for the highest resolution images they have and again, package them up and submit the images with the article. The best way to send the images is via a link to a downloadable page such as Dropbox, Hightail or WeTransfer.com. A high-res photo creates a large file and you don't want to clog up an editor's inbox by trying to email a 200 mb zip file. WeTransfer is free while the other sites require a monthly subscription, but they're well worth it if you actively send a lot of files around.

When all else fails, you can do an image search on a photo stock site such as Adobe Stock or Alamy to find a few possible options for the editor. Explain that you attempted to gather up some images but came up empty, so you took the time to download a few low-res options from a stock agency for the editor's consideration. You can also supply photographer names and contact points if you have them.

Whether or not the editor uses your photo submissions is another topic entirely, but taking the time to submit photos with your story will be appreciated and remembered when the editor is looking to assign another piece.

Charlie Levine is the Executive Editor of Power & Motoryacht and immediate Past President of BWI.

ADVERTISING IN 2021 BWI ANNUAL DIRECTORY

It's that time again when we will be creating the BWI Annual Directory which will be distributed this summer. And once again, BWI will be accepting advertising in a special section to highlight our Supporting Member businesses.

The digital directory is distributed to all current Active, Associate and Supporting members. Prices have held at \$250 for a 4-color, full page ad in the front section. Please contact executive director, Zuzana Prochazka at info@bwi.org to place an ad or with questions.

IBEX INNOVATION AWARDS & A SEARCH OF JUDGES

IBEX 2021 will be held at the Tampa Convention Center, Tampa, FL. The show dates are September 28 – 30, 2021, with the Monday Pre-Show Sessions taking place September 27, 2021.

The Innovation Awards will also be taking place in person this year. These awards showcase outstanding marine product development in the recreational boating industry. The program, managed by the National Marine Manufacturers Association (NMMA) and judged by Boating Writers International (BWI), is one of the marine industry's most prestigious honors recognizing manufacturers and suppliers who bring innovative products to market.

The 2021 IBEX Innovation Awards will be presented during the Industry Breakfast taking place on the opening morning of IBEX—Tuesday, September 28 at the JW Marriott Tampa Water Street Hotel. Tickets are available for purchase during IBEX registration. All product entries can be viewed during the Show along the Innovation Way Showcase located on the second floor of the exhibit hall.

Entry to the program is now open and will remain so until August 13. If you're interested in becoming a judge for this year's Innovation Awards, please contact Zuzana Prochazka at info@bwi.org.

MIAMI INTERNATIONAL BOAT SHOW RETURNS TO MIAMI BEACH CONVENTION CENTER

Informa Markets, the National Marine Manufacturers Association and the City of Miami Beach signed a contract for the 2022 Miami International Boat Show. The premier event—which is set to take place Wednesday, February 16 through Sunday, February 20, 2022 over President's Day weekend—is returning its on-land portion to the Miami Beach Convention Center after a six-year hiatus. In addition, the expanded event will also offer activities across three locations including One Herald Plaza, Sea Isle Marina, and Island Gardens Deep Harbour on Watson Island. **Cont. on pg. 4...**



MIBS: CONVENTION CENTER CONT.

Earlier this year, Informa Markets and the NMMA announced a partnership uniting the Miami International Boat Show, Miami Yacht Show and Superyacht Miami under the Miami International Boat Show brand. Plans have also been revealed for Pride Park, the City of Miami Beach's 5.8-acre outdoor amenity named in support of the LGBTQ+ community.

For the 2022 Miami International Boat Show, Pride Park will be transformed into the ultimate "Boat Show Experience". Attendees will have special access to a culinary experience featuring a menu of Miami's finest dining establishments, live concerts and entertainment, and a first look at new product debuts. There will also be educational opportunities focusing on various conservation and sustainability topics. For more information about the 2022 Miami International Boat Show, visit www.miamiboatshow.com.

CONFUSION AT THE PUMP: BOATUS CALLS OUT CONFUSING & INEFFECTIVE LABELS

Efforts by the ethanol industry to create a new federal rule that would weaken or eliminate important warning labels designed to prevent boaters from misfueling with prohibited higher-ethanol fuels has BoatUS concerned. The group co-signed a letter to EPA Administrator, Elizabeth Dermott, urging the federal regulator to side with consumers on its Misfueling Mitigation Program (MMP) to ensure transparency in the sale of the fuel.

A 2020 Outdoor Power Equipment Institute (OPEI) poll shows that only about one in five consumers know that "regular 88"—or 88 octane fuel—has more ethanol (15%) in it than 87 octane (10% ethanol) fuel. Use of ethanol fuel blends with more than 10% ethanol, such as "regular 88," in recreational boat engines, motorcycles, off-road vehicles and power equipment is prohibited by federal law.

E15 fuels have been proven to damage engines and fuel systems, and their use in marine engines voids the warranty. Just 18.25% of consumers think the current E15 label used at gas pumps across the country is "very effective". It may be time to spread the word via the industry's numerous publications.



MEMBER NEWS

NMMA RELEASES MARKET STATS: RECREATIONAL BOATING BOOM CONTINUES

COVID-19 propelled interest in outdoor recreation activities like boating last year and according to the National Marine Manufacturers Association (NMMA), this trend continues. New boat sales, which reached a 13-year high in 2020, remain at elevated levels—with sales through March 2021 up 30% compared to the 2020 average – and dealers are selling new boats as fast as they receive them. **Cont. on pg. 5...**



NMMA MARKET STATS CONT.

Over 415,000 first-time boat buyers entered the market in 2020. These buyers are younger and are 1.5 times more likely to be women than other buyer groups. Additionally, [Discover Boating](#)—the industry’s resource hub for those interested in getting started in boating—reports traffic to the site is up 56% year-over-year through May. What’s more, there has been 90% growth to the site year over year through May in the 18-24 years old segment, signaling a growing interest among Gen Z; Millennials make up the largest user segment to the site; and visits by women to [DiscoverBoating.com](#) are up 41% through May year-over-year.

Annual U.S. sales of boats, marine products and services totaled \$49.3 billion in 2020, up 14% from 2019. Sales of wake sport boats—popular for wakesurfing, wakeboarding and skiing, attractive to new and active boaters—were up 22% to 13,600 units in 2020. An estimated 100 million Americans go boating each year and 95% of boats sold in the U.S. are American made which supports nearly 700,000 direct American jobs.

PAYING IT FORWARD

Sustainability and environmental stewardship have been a major focus of many BWI Supporting Members. Here’s just sample of what some have been up to:

- Electronics manufacturer, **Navico**, committed to using 100% recyclable packaging in 2019 and in 2021, they reported eliminating 400,000 plastic bags, doing away with 500,000 clamshell packages, removing 200,000 Instapak inserts and integrating Hydropol bags that are water soluble and don’t break down into microplastics.
- Meanwhile, engine manufacturer, **Suzuki**, is actively testing its new microplastics filter/collection device and is moving closer to making this product available to boaters across the United States and around the world. This device is a part of the company’s larger CleanOceans Project initiative.
- **Volvo Penta’s** commitment to new business model has been evident in several moves they’ve made in the last 18 months. In line with their sustainability aims – the company is focusing on its inboard and stern drive transformation—with greater fuel efficiency and zero emissions through hybrid, electric, and renewable fuels being the new direction. The goal is to be a net-zero emissions company by 2050.

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CALENDAR & EVENTS

*Stay tuned for upcoming
announcements.*

WELCOME

Active Members

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The BWI Journal is produced by and for members of Boating Writers International and can be found at www.bwi.org. Send items to be considered for publication to 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, videographers and broadcasters. Associate members are generally PR or communications firms. Supporting members are manufacturers or marine organizations.