



LIVING IN A SWAG WORLD

by Brady Kay, BWI President

My day begins after a quick shower. As I reach for my JC TriToon towel, I realize it's in the wash and I'll have to go for the one I got from Bravada Houseboats instead. It's an office day, which means finding my Sea Ray socks and grabbing a collared shirt. After much debate between the red Mercury one and the blue Apex Marine one, I do a quick audible at the last moment and go with the black Barletta shirt. I figured I might as well match my Barletta YETI mug as I head out the door.

I snag my Yamaha Bluetooth ear buds and quickly check my Honda Marine watch to make sure I'm not running late. I also grab my Evinrude rain jacket, even though the morning sun is shining so brightly that I'm wearing my Fusion sunglasses.

Did all of this really happen today? No, but every swag item mentioned is (or once was) in my possession and they were each given to me at a media event or boat show over the years.

Face it. As journalists we love free stuff like a fat man loves Sara Lee. For higher quality items especially, I'm a sucker

and will proudly wear that old Suzuki hat regardless of the outboard brand on my boat. However, I am more selective on what I take these days. Have you ever stuffed a swag bag in your suitcase only to get home and wonder why you felt the need to keep any of it? I won't name names, but at a media event in Texas I saw one writer come down to dinner wearing everything the host had given us when we checked in, right down to the straw logo-branded cowboy hat. He's a big enough name in the industry that it was actually cool that he was showing his appreciation for the swag. However, the next day when I went to check out, the lobby trash can was overflowing with these same straw hats. I felt bad for the marketing guy and hoped he hadn't seen his clear miss.

I guess maybe the reason I'm drawn to quality swag – as I look around my office that includes multiple die-cast outboard engines, an IBEX 2017 hockey puck and a boat lift model just to name a few examples – is the history and my connection to our industry. Each item I've kept showcases my years in the business and represents a lot of fun memories



And for the record, my straw cowboy hat wasn't one of the ones thrown away in the lobby garbage can... I waited until I got home to pitch it, proving you never know what swag items we receive will be more cherished than others.

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DARE TO BE DIFFERENT: PITCHING AN UNUSUAL IDEA

In a world full of a variety of different media outlets—some competitors and others not—creating good quality content isn't the only factor in finding success in publishing. Getting in front of your target audience and beyond involves creating content that is different or even sometimes unusual from what can already be found, regardless of the publishing platform (print, video, etc.).

Presenting content in a fresh and new way will often make the difference between someone passing up reading your story/watching your video/whatever it might be and someone actually taking the time to pay attention to what you're putting out. And this all starts with pitching the idea.



Thankfully, in my role at *Boating Industry*/EPG Media I have the full support of team around me to try new endeavors regularly, including presenting content in a new way. However, that doesn't mean all of the crazy ideas I have make it off the ground.

Have your ducks in a row

The biggest tip to pitching an unusual idea, is to make sure you've explored all of the different sides of your idea and have everything well put together prior to bringing your pitch to someone.

Do your research ahead of time.

You should know what's already out there that might be similar to your idea. Be sure to check other industries to see if they might have put your idea or something similar to the test. Dissect what's out there thoroughly — what's good about it? Where do you think it went wrong? What would you change about it?

If you've explored all of the above, it's time to lay out exactly what your new or unusual idea accomplishes and how.

It's easier to bring a new and unusual idea up the ladder, if you have all of your bases covered and thoroughly done your research. If you can answer any question thrown at you, or better yet answer them all before they're asked, you're more likely to get the green light for your idea.

Simple can be better

Just because an idea might be unusual or new, doesn't mean it needs to be complex by any means. Often, a simple idea is much more successful—not to mention easier to implement—than one with many different moving parts.

If you go back and look at past BWI Writing Contest winners, you'll find plenty of examples of what were once new and/or unusual ideas. However, many of these content creators didn't go and reinvent the wheel. To tie back into the first point above, go look and what's out there already. How could you improve it? How could you make it fresh and new?

Above all, just don't be afraid to be different and push the limits. Confidence in your idea is key.

Adam Quandt is the managing editor of Boating Industry, personal watercraft editor of Powersports Business and a BWI board member.

BOATING JOURNALIST SCHOLARSHIP ACCEPTING APPLICATIONS

The BWI Active Interest Media Boating Journalist Scholarship was created to honor undergraduate college students who demonstrate a passion for the field of boating media and have a clear career goal to pursue this field.

Applications may be downloaded at <https://www.bwi.org/scholarship-fund> and will be accepted through January 15, 2022.



If you know a deserving college student who would like to pursue a career in boating journalism, photography, video, broadcasting, film, or art, please encourage them to apply. Judges will look for applicants with talent, promise and firsthand knowledge of the boating life. The scholarship will be awarded at the annual BWI meeting at the 2022 Miami International Boat Show in February.

To be considered for the \$3,000 award applications must be completed in full and delivered to 4599 Deep River Place, Jacksonville, FL 32224 by the deadline. Digital submissions may be emailed to robertberinger@yahoo.com

MEMBER NEWS

FAMILIES FOR BOATING: PRESERVING ACCESS TO AMERICA'S WATERWAYS

Families for Boating, a non-profit organization of community groups around the U.S. dedicated to preserving access to waterways for boaters and water sports enthusiasts, is actively providing opportunities to assist boaters facing regulatory threats or concerns.



With growth in activity on lakes, rivers and waterways has come heightened concerns among waterfront residential homeowners in impacted areas. In many locales, these concerns have catapulted into the creation of overly broad restrictions, coupled with attempts to ban ballasted boats outright. Conversations initiated by Families for Boating seek to “foster an enjoyable experience for those partaking on the water” while ensuring “the relaxing atmosphere that communities near the water relish,” said Chris Mitton, Manager, West Policy and Engagement, National Marine Manufacturers Association.

To date, the organization has provided support for residents and boaters in Georgia, Idaho, Minnesota, New Hampshire, and Oregon. Communities, boaters and water sports enthusiasts facing issues concerning waterway access are encouraged to contact Families for Boating at info@familiesforboating.com.

CALENDAR: FLIBS MEDIA EVENTS

October 27-31, 2021 | <https://www.flibs.com/en/home.html>

TUESDAY, OCT. 26

Raymarine Launch Party - Pre-Show

Tuesday, October 26, 6 pm

Marriott Harbor Beach Resort

Contact: Nicole Riley,

Nicole.riley@raymarine.com

WEDNESDAY, OCT. 27

Volvo Penta Breakfast - Pre-Show

Wednesday, Oct 27, 8:30 am

Engine Tent Booth 1203

Contact: Jim Rhodes, (757) 451-0602

Volvo/Solace

Unveiling new concept

Wednesday, Oct 27, 2:00 pm

C Dock. Slips 334-340

Contact: Jim Rhodes, (757) 451-0602

Viking Yachts

Wednesday, Oct 27, 10:00 am

Bahia Mar D dock

Contact: Chris Landry,

clandry@vikingyachts.com

Walker Bay - Revo debut

Wednesday, Oct 27, 1:00 pm

Bahia Mar, Booth 1009

Suzuki Marine Press Reception

Wednesday, October 27, 4:00-5:00 pm

Convention Center, Booth #2054

Contact: Ron Ballanti (818) 621-4558

ron@strike-zone.net

Boston Whaler Reception

420 Outrage anniversary edition model

Wednesday, October 27, 6:00-8:00 pm

Bahia Mar Booth 300-314



THURSDAY, OCT. 28

Cutwater C288 East Coast Debut

Thursday, October 28, 3:30 pm

Bahia Mar, H dock, slips 826-840

Marine Marketers Networking

Thursday, October 28, 5:00-6:00 pm

Superyacht Village

kkaine@lighthousecg.com

Beneteau Yachts

Thursday, October 28, 7:00 - 8:30 pm

Bahia Mar,

Booth: G/H dock

FRIDAY, OCT. 29

Zeelander Yachts Z72

Plus Zeelander 5 model intro

Friday, October 29, 10:00 am

Dock HOF FD 55 on Z72

CALENDAR & EVENTS

Updates on Fall/Winter Boat Shows

Looks like all the usual suspects are happening as in-person shows this year. Here are some highlights.

METS

METS in Amsterdam: November 16-18.

Metstrade.com



International Workboat Show

Still scheduled as an in-person event December 1-3.

New Orleans. Workboatshow.com



Boot Dusseldorf

The world's largest indoor boat show, which welcomes 250,000 attendees annually, is scheduled as a live event for January 2022. Boot.com



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WELCOME

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