



MORE THAN JUST BOAT REVIEWS

by Brady Kay, BWI President

I might be on an island here, but hopefully someone can relate. I live in a sun-starved state, so the cooler temperatures this time of year can be challenging to say the least. While surrounded by snow, I've spent my winter season writing features and boat reviews like many of you, yet I'm still at least a month away from being able to take my own boat out. It's during these long stretches where I sometimes forget why boating is so beneficial to my own life and not just my profession.

Last summer I was reminded of the importance of boating while talking with my neighbor. He's that one "friend" we all have that we tend to avoid when we can. For years he would visit with me on my driveway and try to convince me boats aren't worth the hassle. He'd comment on our short boating seasons, the drive time to the marina and any other negative thing he could think of just to convince me boating was a waste of my time and resources. Oh yeah, he was quite the buzz kill to say the least.

Then one day when I was loading up for a weekend getaway, I caught my neighbor

approaching out of the corner of my eye. I just gave my wife that look of, "Here we go again," but this conversation was a lot different than our past talks. He just kind of looked at me and smiled and made small talk while asking me a few questions about our boat. Then he stated to my surprise, "I probably could have bought three boats for what our son has cost us."

My neighbor's son had fallen into the wrong crowd and distanced himself from his family by getting involved in drugs and alcohol. It had cost this family more than just money as they tried rehab as well as other programs to help their son overcome his addictions.

I've always known what boating can do to bring a family together, but I had never quite looked at it the same way my neighbor was seeing it. In his eyes he had made the connection that because we are boaters, we've stayed closer as a family.

My kids have grown up boating and since we seldom go out alone, other families have

benefited as well. For us, boating has provided family togetherness and that's what I need to keep in mind, especially this time of year when boating just feels like my job. As marine journalists we're not just writing about boats, we're inspiring and encouraging others to partake of the boating lifestyle and you just never know when something you write might change the life of those reading it. Don't give up. Summer boating season is almost here...I hope.

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THE POWER OF SCHMOOZING

Although it's probably been a while since most of us have been to a large, in-person press event, it looks like things might be getting back to "normal" (the new version anyway). And I suspect we will be seeing boat and engine manufacturers gathering the press and their dealers en masse later this year to show us their latest and greatest products. Although these events eat up a fair amount of our schedule, they present some great networking opportunities you just can't get anywhere else.

Writers have a habit of sitting down to dinner together and it makes sense because they are our second family. Next time, try to mix it up a little and include more people from the organization who is putting on the event. Who knows, you might even hear a new story.



Before the coming of COVID, I noticed a trend among my fellow veteran marine journalists of hightailing it to their rooms after dinner at press events. I get it, we are all battling a non-stop parade of deadlines, but they missed out on great opportunities to get to know the movers and shakers of our industry when they would reconvene at the bar.

At press events, especially on the last night, the people putting them on have been under a lot of stress getting everything ready and it might be the first time in months they've had a chance to relax, enjoy themselves and blow off some steam. This window of opportunity allows you to see a less-guarded, more fun side of their personality, which is conducive to bonding.

My rule is: If "The Man" (or "The Ma'am") is at the bar — no matter how late — so am I. But don't only concentrate your powers of schmooze on higher-ups. Often, the most interesting people are the ones doing the heavy lifting at events like running the boats or answering technical questions. I love hearing the stories of people who have been with a company for decades. I also like getting to know the newest members of an organization. Some of them are a bit self-conscious and I think by giving them our attention we can help welcome them into the industry. Besides, many of the greenhorns I've met at events have gone on to be company leaders.

This is an industry of relationships and furthering them is one of the keys to success. Speaking of schmoozing, I would like to propose a once-a-month Zoom social gathering of BWI members on the first Friday of each month at 5:00 p.m. EST. We don't get to spend as much time together as we used to, and I think it would be a useful forum in addition to being fun.

Alan Jones is a long time BWI board member and one of its former presidents.

MEMBER NEWS

GOING LIKE HOTCAKES

Because you're a current member, we want to give you a free BWI T-shirt like the ones the board members were wearing in Miami. Thanks to the generosity of Techron Marine Fuel System Treatment from Chevron, all you have to pay is the shipping, which is \$5.75 (U.S. only).

Just sign into your BWI account by going to www.bwi.org/memberDB/tshirt.php, select the T-shirt size you want and one will be mailed directly to you. It's really that simple.



ADAM QUANDT NAMED EDITOR-IN-CHIEF OF BOATING INDUSTRY MAGAZINE

BWI board member, Adam Quandt, who joined the organization in 2017 as Boating Industry's associate editor now expands his responsibilities to include overseeing all editorial, programs, website and social media platforms under the Boating Industry brand umbrella.

ANDREW PARKINSON NAMED EDITOR-IN-CHIEF OF CRUISING WORLD MAGAZINE

Parkinson, who previously served as editor-in-chief of Passagemaker Magazine, has taken the helm at Cruising World. Among his many duties, he'll also be focusing on digital platforms and new boater engagement initiatives.

NORRIS COMER DEBUTS NEW MEMOIR

BWI member, Norris Comer, has just released his commercial fishing memoir—*Salmon in the Seine: Alaskan Memories of Life, Death, & Everything In-Between*. The book is available for preorder now and will be on shelves May. Join us in congratulating Comer on the success of his new project!

LADIES, LET'S GO FISHING

Women, men and teens are invited to tackle offshore fishing skills at the South Florida "Ladies, Let's Go Fishing!" University, May 6-8, 2022 at the VFW Post 1966 in Fort Lauderdale, FL. Hosted by the nonprofit organization, the "No Yelling School of Fishing" offers Saturday classroom presentations, networking, hands-on skill practice and an optional Sunday charter fishing trip.



For more information, contact Betty Bauman at info@ladiesletsgofishing.com.

SEA TOW FOUNDATION BOATING SAFETY ADVISORY COUNCIL ACCEPTING NOMINATIONS



The Sea Tow Foundation is now accepting nominations for membership in its national Boating Safety Advisory Council, with applications being accepted through April 19, 2022. New appointees will be chosen by the current council and executive committee, notified in mid-May and serve a two-year term beginning June 1, 2022.

The council is currently comprised of 20 leaders representing all segments of the for-profit recreational boating industry. Nominees should be gainfully employed full-time in the for-profit segment of the recreational marine industry, working in leadership and/or decision-making roles within their organizations.

To nominate yourself or another individual for membership to the Sea Tow Foundation’s Boating Safety Advisory Council, please visit <https://www.boatingsafety.com/page/stfbsac>

INTERNATIONAL MARINE SERVICE TECH WEEK

ABYC designates a weeklong celebration to recognize marine technicians from April 24–30. ABYC will publish Certified Technician profiles and feature social media contests with prizes. Marine businesses, associations, journalists and boaters are encouraged to participate by highlighting this rewarding career path.

BWI Officers

President
Brady Kay
blk@harrispublishing.com

1st Vice President
Kim Koditek ('23)
kkoditek@boatsetter.com

2nd Vice President
Ben Stein ('23)
ben.stein@panbo.com

Executive Director

Zuzana Prochazka
newbwiinfo@gmail.com

BWI Directors

Lenny Rudow ('22)
ultangler@gmail.com

Adam Quandt ('23)
Aquandt23@gmail.com

Steve Davis ('23)
steve@southernboating.com

Ron Ballanti ('24)
ron@strike-zone.net

Alan Jones ('24)
boatscribe@comcast.net

WELCOME

New Members

William Watson
Berryville, VA



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