



WALKING HURTS THE HEART

by Brady Kay, BWI President

I wouldn't say that I'm one of those people, but I do like to whisper sarcastic comments to my wife as we walk around the neighborhood. Don't get me wrong, I get along great with my neighbors, but I can't help but make comments that come to mind as we pass by: Yikes, don't these people own a lawn mower? Contrary to popular belief, dandelions are not rare flowers. Just how many cats do they own?

I can't help it. It's the only way I can get motivated to keep walking, I guess. Plus, secretly I think my wife still appreciates my quick wit, although she'd never admit it. But there is one particular house that drives me nuts that I really should just try to avoid. The sight is so awful that it gets my sarcastic juices flowing to the point of disgust. I could argue that walking could actually be considered bad for me, or at least bad for my health when I go by this street.

There is a house in my neighborhood that has two good-looking vehicles that are always clean with a mirror-like finish parked in the driveway. But what disturbs me is these luxury vehicle owners also have a boat—cheap and old boat, to be specific. The part that upsets me the most isn't that it's old or cheap, but that it's

neglected. There is nothing wrong with owning an old boat, but I was raised to take care of things and this boat has seen better days. I could care less if the boat is brand new or older than James Earl Jones; if you can't take care of it, you should pass it along to someone who will.

As a boating journalist, some of my favorite features that I've written over the years have been on restored boats or vessels that have been well-maintained and still look like new. Maybe it would motivate the owners if I offered to do a story on it if they'd just fix it up? I'm guessing it wouldn't. The blue tarp is haphazardly placed with most of the bow exposed. The trailer is starting to show rust and the two nearby well-maintained vehicles tell me they have it in them to do better.

Each time we walk by, I look for a sign, any sign that the owners might have done something – anything – to show this boat a hint of love. We're currently in the prime of summer and yet that boat hasn't even moved an inch.

I'm not sure how much more I can take of this. If ever there were a boat that needed to be rescued, it's this one. I do wish it would just disappear. Then I could get back

to better things on my walk that don't hurt my heart, like commenting to my wife: Christmas lights in July—always a nice touch. I wonder if they know their porch light has been on for three weeks. It's Wednesday; your yard sale is over pal.

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TAKE THE 'YOU TIME'

In today's world it's so simple to get caught up in the hustle and bustle of daily life. Things over the last couple of years have been somewhat hectic to say the least (and that might be putting it a little light for many of you).

While connecting with industry professionals for stories — be it manufacturer, dealer, etc. — I almost always ask, “How has the last year been?” More often than not these days, it's answered with a chuckle followed by a question in response, “Man, where do I even start?”

And that's the question, right? Where DO you start? We as an industry, as a country, as humans have all gone through so many different things over the last couple of years — some good, some bad and some in between.

We tackle a lot of various writing tips through these BWI newsletters and while they're all very helpful and definitely useful, they're all also very tactical. When asked to write the tip for this month's newsletter, I was initially stumped on what to write about. The BWI board has covered so many great tips so far, I didn't exactly know where to go.

So, allow me to get to the point. My greatest tip (and it's one I have to remind myself of often) is that it's time to stop and take a breath. I know you're busy, I know there's still a stack of things that need to be done and I know there are problems that still need to be solved. With a to-do list seemingly a mile high, it's easy to keep the non-stop grind going and push yourself to keep going.

It's time to break that mindset. While it's great to get ahead, it's not going to help you or your writing if you burn out.

I recently had to have this talk with myself. Upon looking at the calendar I thought to myself, “How the heck are we already in July?” Summer is such a cherished (but short) time here in Minnesota and I felt like I hadn't enjoyed it at all yet. Further yet, I couldn't remember the last time I had taken a full week off — especially one where I didn't check in on and answer some emails here and there throughout.

With that mindset, I got a week on the books and took my first full vacation in almost five years. I headed to the family cabin in the Northwoods, where little to no cell signal exists unless you go into the nearest town, with a whopping population of roughly 500 people.

Yes, I returned to a stack of emails needing to be sifted through, among a stack of other things needing to be done, but I also returned relaxed and motivated. I returned ready to write with completely new ideas and motivation that I hadn't had in quite some time.

So, take that vacation, that mental health day, that evening stroll, or whatever it might be. Take that moment to slow down and find some “you time.” Your body, mind and writing will prosper for it.

Adam Quandt is a BWI board member and editor-in-chief of Boating Industry magazine.



MEMBER NEWS

DON'T MISS IT: BE SURE YOU'RE INCLUDED IN THE 2022-2023 BWI DIRECTORY

It's time to create the BWI Annual Member Directory and you don't want to miss out. Only members in good standing will be added to the listing which comes out every August. If you need to pay annual dues (which now run 12 months rather than just to year-end), login and make a payment online - it's easy. Go to BWI.org's login page and request a code - no more passwords necessary. Then follow the prompts. If you have any trouble or questions, email newbwiinfo@gmail.com. Don't delay - the cutoff is **July 29**.

ANN HOFFNER JOINS OCEAN NAVIGATOR MASTHEAD

Hoffner has been added to the masthead of Ocean Navigator as contributing editor. Among Hoffner's credits are some notable titles including but not limited to Cruising World and Good Old Boat magazines.

GET YOUR T-SHIRT

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.



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SUMMER



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