



FIND YOUR WAY TO THE BWI BREAKFAST & AWARDS PRESENTATION

by Brady Kay, BWI President

The annual gathering of BWI members at the Miami Boat Show is a tradition that goes back decades. If you're heading to Florida in February, start the week off right by attending our BWI Breakfast on the first day of the show on Wednesday, February 15.

It will be held once again at the Miami Beach Convention Center on the second floor in rooms 216/217. If you were able to successfully navigate the maze last year and find the meeting room that was tucked away down the hall and just a brisk walk away, then I have some very good news for you. Our breakfast will be held in the same room so hopefully you'll be able to find it again.

We'll kick it off at 7:45 a.m. and speaking of not changing, something else hasn't changed and that's Yamaha's unwavering support. Dating back to when our BWI breakfast was held on a windy dock in the shadow of a hurricane ravaged Miami Marine Stadium eyesore on Virginia Key, Yamaha stepped up to sponsor our annual breakfast and they've been graciously doing it every year since. Without their support we'd probably have to raise our annual dues again and we know how that would go over so thank you

Yamaha for your continued support.

Come for a free pastry and coffee (street value of over \$50 at most boat shows) and then socialize with other BWI members as you get caught up with industry friends. We'll also announce the winners from our BWI contest and hand out checks and plaques before ending our meeting with our extremely popular raffle. The raffling of top prizes is a fun way to get your morning started and another great reason you won't want to miss out this year.

And remember, wear your BWI t-shirt to breakfast to be entered in a separate prize drawing and we'll see you in Miami!

DISCOVER
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BOAT SHOW®

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GETTING MORE OUT OF PRESS CONFERENCES

With the 2023 Miami International Boat Show on the horizon, what better time to address the topic of press conferences? Specifically, how to get more information and useful material from attending and participating.

BWI President Brady Kay figured that I would be a good choice to pen this column, given that I've seen press conferences from both sides of the aisle for more than 25 years. I've staged dozens of press events over the years and have also attended a fair number as a journalist in search of something newsworthy to write about.



I'm aware that press conference organizers don't always make your job as reporters easy. The realities of press event staging — especially during crowded and busy boat shows like Miami and FLIBS — often work against the clear delivery of important new product and company news. Background noise from neighboring exhibits, crowds of interlopers filling the booth and the distraction of free food and libations can all be counterproductive to the actual gathering of news.

Should manufacturers and their public relations agents do a better job of staging press conferences that focus on the clear and concise delivery of actual news? I'll admit, the answer is a resounding yes. This doesn't mean, however, that journalists shouldn't put in the effort to get what they need. Here are some basic steps boating writers can take to overcome the various challenges and get more out of any press event they attend.

Front of the Class — I frequently find myself trying to usher writers from the outskirts of the booth to get them closer to the action. Given the typical ambient noise on the boat show floor, you're not likely to hear what's being said. Schedules are always tight, but if possible, arrive a few minutes early, find out where the speaker will be and position yourself right in front. Take note of where video screens are, as well, as more presentations contain video or digital elements.

Take Good Notes — This seems like a given, but sometimes we assume we'll retain what we're hearing or get all the information we need from the press release. Even in this day of high-tech gadgets, a simple notepad and pen can be your best friend.

Ask (Hard) Questions — The act of taking notes will likely put questions in your head. Don't hesitate to ask questions, either by raising your hand or speaking up during the Q&A portion. "I never hesitate to ask a hard question and put somebody on the spot," said Jim Hendricks, an editor at Boating, Salt Water Sportsman and Sport Fishing magazines. "You learn a lot from how the presenter reacts." Getting the presenter off the "marketing script" can bring useful new information into any story.

More Good Points — Make sure you leave with a digital press kit or a link to download one. If the news merits it and your schedule allows, reach out in advance to set a follow-up Q&A session/interview. This has an added advantage — the rest of the "press pool" won't overhear the answers to your hard-hitting questions.

The rapid-fire procession of press events at shows like Miami has writers running from event to event to keep up. This makes it even more important to hear and retain as much information as possible.

Ron Ballanti is a BWI board member and the founder of Strike Zone Communications.

BWI ANNUAL CONTEST & MIAMI BREAKFAST

The scores are being tallied even as this is being written and soon, we'll have winners in the BWI Annual Contest for 2022. We had 267 entries from 79 entrants. The winners in 15 categories (which translates to \$15,000 in prize awards from our generous sponsors including our new sponsor members – ePropulsion and Suntex Marinas) will be announced at the Miami Boat Show -Wednesday, February 15.

The BWI annual breakfast will be held the first day at 7:45am at the convention center room #216/217. Coffee and a light breakfast will be available courtesy of our wonderful breakfast sponsor - Yamaha Marine.

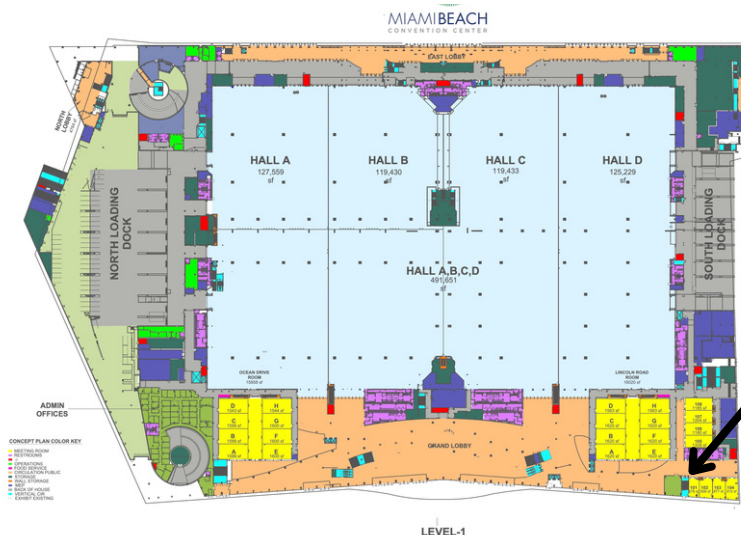
There will be several prizes raffled off so don't miss out. Here's a sneak peek:

Win an 2023Axiom 2 Pro RVM chartplotter. Value: \$3100. You can win one before you can buy one!

Be sure to bring your badges – it's possible you will need them to get into the building. Also, we've not been told which door will be open so please – come early in case we're all circling and looking for an unlocked door. We do what we can for our writers but the info we have – is all we have.

Press Room at MIBS

BWI has been working with Informa on a media room. Here's the answer: The new media center will be located in the SW Corner of the Lobby. It's the green room / business office adjacent to room 101. (Bottom right corner on the map):



Once again, a big THANK YOU to all our contest sponsors!

- Boating Columns – sponsored by KVH Industries, Inc.
- Boating Lifestyles – sponsored by Discover Boating
- Boating Profiles – sponsored by ZF Marine
- Boating Travel or Destinations – sponsored by Suntex Marinas
- Boating Adventures – sponsored by Yamaha Marine
- Boating Photography – sponsored by ePropulsion
- Environmental Awareness & Education – sponsored by Torqeedo Inc.
- Fishing – sponsored by Suzuki Marina USA
- Boating Issues, News and Analysis – sponsored by Mercury Marine
- The Business of Boating – sponsored by BRP
- Seamanship, Rescue & Safety – sponsored by Sea Tow Services International
- Boat Tests & Reviews – sponsored by Volvo Penta
- Gear, Electronics & Product Tests – sponsored by Xantrex Mission Critical Electronics
- Boat Projects, Renovations & Retrofits – sponsored by Boats Group
- Boating Videos – sponsored by Boat Owners Association of US



JOB POSTING

Maritime Copywriter Needed - FREQUENCY: Every other month

- LENGTH OF ARTICLE: 700-1000 words with internal and external backlinks optimized for SEO.
- WEBSITE: Mariner Liability Insurance For Professional Mariners (360coveragepros.com)
- CONTACT: Brooke Benedict Valenti, Arthur J. Gallegher - brooke_benedictvalenti@ajg.com

COMER RECEIVES PRAISE FOR NEW BOOK

Norris Comer has published his first book - *Salmon in the Seine: Alaskan Memories of Life, Death & Everything in Between*. The book received praise and made the list for the Chanticleer Journey Awards. It covers the early life of the author including adventures at sea and on land. The 226-page tome is available in paperback or as an e-publication and will be a thrilling read whilst tucked in somewhere warm this winter.

DOMETIC AS GOLD SPONSOR FOR ABYC

Dometic Outdoor served as the Gold Sponsor for 2023 ABYC Standards Week, a boating industry event in New Orleans. Dometic's involvement plays an important role in making boating safer and more enjoyable.

MEMBER NEWS

BWI has two new supporting members who have also joined the team of annual contest sponsors. Welcome to Suntex and ePropulsion who sponsor Travel/Destinations and Photography categories respectfully.

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WELCOME

New Members

Supporting Members

Emma Yin
ePropulsion

Erik Johnson
Suntex Marinas

Active Members

Adam Cove
Boston, MA

Tor Johnson
Waialua, HI

Kia Koropp
Carmichael, CA

David Lyman
Camden, ME

Marissa Neely
Aptos, CA

Michael Pschorr
Santa Fe, NM

Brianna Randall
Missoula, MT

Randall Reeves
Oakland, CA

Cameron Rhodes
Charleston, SC

Shane Scott
Chino Hills, CA

Nica Waters
Norton, VT

Ellen Leonard
Laupahoehoe, HI

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