



AN INDUSTRY UNLIKE ANY OTHER

by Brady Kay, BWI President

I've touted for decades that boaters are some of the friendliest people you'll ever meet, but have you noticed this also includes those of us who cover this industry professionally too? True, we're writers. But we're also boaters, so this makes a lot of sense.

I spent just enough time in the automotive industry to appreciate that friendly competition is rare in the journalism world. Years ago, I had a competing auto magazine editor get in my face at a show and I can assure you it was completely unprovoked. We were in the media room at the SEMA Show in Las Vegas and that's when this guy decided to vent his distaste for me and our magazine in front of other journalists in this very public setting. It caught me off guard to say the least and I ended up walking away frustrated by the ordeal.

From my perspective it appears marine journalists thankfully follow a different wake. Even though a lot of us are either direct competitors or marine freelancers competing for assignments, you wouldn't know it by the way we interact with each other at boat shows and other media events. I'm sure it's not all rosy, but for the most part I've observed more positive than

negative interactions over the years.

It goes beyond helping each other with boating related questions or needs; it's way deeper. Because we tend to see a lot of each other "on the trail" at media events and shows, the consistency leads to more meaningful conversations about personal challenges and life altering events in our personal lives that we feel comfortable sharing with even our biggest competitors.

I see those in the boating industry way more often than I do my old college roommates or other friends and I don't think it's just me. When I first started, I may have considered marine journalists to be acquaintances, but I can honestly say I consider many of you to be great friends and BWI is a big reason for that.

The saying that you get what you put into it is true and that especially goes for BWI. As a member I would encourage you to jump in with both feet. You can volunteer to be a judge for our annual contest, but the best way to get involved is to run for a seat on the BWI board the next time a position opens up. At the very least you should be attending our BWI

Breakfast meetings at the Fort Lauderdale and Miami Boat Shows each year. If the networking opportunities don't lure you in, the raffle door prizes are sure to do the trick.

A sincere thanks to my marine journalist friends for the great conversations we've shared over the years and I look forward to that circle of friends continuing to expand.

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DO THE THING, MEET THE PEOPLE!

I believe many of us as writers – including myself – get so caught up in the simple grind of research, interview, write, publish that we often miss opportunities to explore deeper stories and better ourselves not only as writers, but as professionals, and people in general.

Which brings me to this month's tip: Network, network, network!

Network with industry professionals, network with other writers, network with anyone and everyone. And that means a mix of professional networking and social networking.



As someone who came from outside of the industry and the boating world all together, I've found that I have probably learned much more in moments of networking than I have through any interview for an upcoming story. On top of that, I have learned even more from networking with fellow writers and I simply cannot say thank you enough for the insights and encouragement I've received from many of you, as I navigated foreign territory when I joined the ranks a handful or years ago.

Much like the rest of the boating industry, we as writers can benefit from banding together and networking on the professional side to accomplish a lot of different things – most of important of which might be attracting new talent to the boating writer pool.

The social side of networking often can blur the line to professional networking, as you build relationships with many across the industry. Don't get me wrong there's plenty off the record and bar talk is always bar talk, however, insights learned in the after-hours of a show can help you learn how to frame some new questions for an upcoming story or give you a heads up for a story coming down the pike soon.

In the end, deadlines are deadlines and the current assignment needs to get done when it needs to get done, but the connections you make from going to the event or gathering with industry colleagues in the evening are priceless.

So, here's my advice: never skip a deadline, but go to the event you've been going back and forth on, say yes to having that drink after walking the show all day no matter how much your feet hurt – you never know who you might meet, what you might learn and the memories you might make.

Adam Quandt is a board member of BWI, the Editor-in-Chief of Boating Industry and the Personal Watercraft Editor for Powersports Business.

MEMBER NEWS

ADVERTISING OFFERED IN 2023 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 and Supporting members. Prices are \$300 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.

REMINDER: BWI CONTEST CHANGES

A recap: There are two big changes coming for the BWI Annual Contest so keep them in mind when writing this year's articles:

1. The 2023 contest (and all subsequent ones) will open November 15 and close December 15. This moves the contest up two weeks from what it has been so don't miss out by waiting until the latter half of December to frantically enter as this will be a hard deadline like it always has been.
2. Yamaha is sponsoring a 16th category - "Women in Boating". This category will feature women who are actively involved in boating or programs designed to encourage participation and boat ownership by women.

SUZUKI MARINE USA ANNOUNCES NEW PRESIDENT AND COMPLETES ECOFUEL RUN TO CAPITOL

Nobuo Suyama, a 41-year veteran of Suzuki, was named president. His long tenure with the company has given him experience both in and out of the marine industry and he's focused on bringing new levels of growth to Suzuki in the US market.

A 940-Mile voyage was completed aboard 26-foot center console in time for the 2023 American Boating Congress in Washington, CD. Running from Florida to DC, the trip was powered using the new EcoGen 90 marine fuel that is blended or stretched with a bio-based component at 1.5-2.0x the ratio of ethanol/gasoline. The fuel provides lower emissions, higher standard octane (90) and is better for boats than ethanol blended gas.



NEW CLIENT FOR DUREE & COMPANY

Durée & Company has been named the agency of record for PORT 32 Marinas. Based in Charleston, South Carolina, PORT 32 is a leading owner, operator, developer and acquirer of dry and wet slip coastal marina assets.

DON'T MISS OUT!

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 and if you wear it to the BWI Annual Contest breakfast in Miami or the BWI Tech Breakfast in Fort Lauderdale, you'll be eligible for additional and exclusive prize drawings.



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