



ARE YOU INVISIBLE?

by Brady Kay, BWI President

I'm throwing down a challenge for the next boat show you attend. I'd like you to make it around to as many boat exhibitors as you can without being noticed. That's right, I dare you to try. Don't think it can be done? Do you feel it's impossible to step foot on a boat, collect brochures and gather information without being approached by a salesperson? Impossible you say? Well, you're wrong. It's actually quite easy. Well, easy if you're a woman.

Despite all the campaigns and all the attention that has recently been focused on women, the boating industry still has a long way to go. I recently came across an old column by Lindsey Savin, who at that time was a staff writer for Sounding Trade Only. In her column she went into great detail on how she was ignored at a boat show. She stated that in five out of six cases, she couldn't even get a salesperson to look her in the eye or even say hello, let alone try to sell her a boat.

She said she entered display areas where clusters of salespeople huddled together talking, but no one bothered to approach her. At times she was probably wondering if her deodorant had failed. She didn't walk through the show as

Lindsey Savin, staff writer for a boating publication, but as Lindsey Savin, potential boat buyer. And in case you're wondering, there is a big difference.

"It has become painfully clear to me that when I'm not sporting the Sounding Trade Only shirt and media badge, I'm just another young chick in the crowd," wrote Savin at the time. "In the eyes of these salespeople, I was probably just killing time while my boyfriend drooled over his dream boat, or I was strolling the aisles in search of the latest nautical fashions."

This was a few years ago and in many ways I feel the industry as a whole is making strides to pump up female participation in boating—from focused marketing efforts to seeking women's input on design concepts. Last year Sea Ray launched its all-new SLX 260, the company's first boat designed by an all-women design team. Earlier this month Rightboat.com, one of the world's biggest online marketplaces for boats for sale, reported a 246% increase in women browsing boats in the U.S. compared to 2017.

The industry is trending in the right direction and that's why I am

excited about our newest category for the BWI contest this year. Our Women in Boating category, sponsored by Yamaha Watercraft, features women who are actively involved in boating or programs designed to encourage participation and boat ownership by women.

As you're starting to think about which categories you plan to enter this year (new deadline December 15), consider entering this category. Women in boating is not something this industry should ever ignore.

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DON'T MISS OUT: BE SURE YOU'RE INCLUDED IN THE 2023-2024 BWI DIRECTORY

In case you missed our email earlier this month, it's time to create the BWI Annual Member Directory so be sure to update your contact information. 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 are necessary. Then follow the prompts. If you have any trouble or questions, email newbwiinfo@gmail.com.

Don't delay - anyone not on current as of **August 4** will not be on the roster.

LAST CALL: ADVERTISING OFFERED IN 2023-2024 BWI ANNUAL DIRECTORY

It's that time again when we create the BWI Annual Directory which will be distributed in August. And once again, BWI will be accepting advertising in a special section to highlight our Supporting Member businesses. Deadline for space payment and creative is **August 4**.

The digital directory is distributed to all current Active and Supporting members. Prices have are \$300 for a 4-color, full page ad in the front section. Please contact executive director, Zuzana Prochazka at newbwiinfo@gmail.com with any questions or to place an ad.

GET YOUR BWI 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.

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

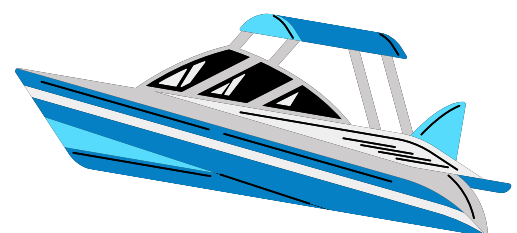
Ron Ballanti ('24)
ron@strike-zone.net

Alan Jones ('24)
boatscribe@comcast.net

WELCOME

New Members

John Caballero
SeeVee Boats - FL



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