



AT LEAST COME FOR THE RAFFLE...

by Brady Kay, BWI President

The desert oasis known as Las Vegas was built and continues to thrive on our constant desire to get something for free based on pure chance. Okay, so Vegas is more of a pay-to-play kind of town, but we gamble in an attempt to win free money, right?

We all like free stuff – at least quality free stuff – and for the record I promise not to judge if you like to snag free pens and key chain floaties at boat shows. Do what you need to do, but most of us have a different perception of what “quality” free stuff really is. If for no other reason, you should be planning on attending the BWI Technology Breakfast at FLIBS next month. Why? Because an entry to our over-the-top raffle prize giveaway at our BWI meeting is free to all current BWI members.

On board the South Beach Lady last year we held our inaugural FLIBS breakfast and I was truly amazed by the generosity of the raffle prizes. Don't get me wrong, the actual breakfast food was good and the brief presentations on new products and technology was outstanding – along with the social aspect of talking with industry friends. However, it was the estimated \$5,000 worth of prizes given away in 2022 as part of the

raffle that really stood out. Whoa, that's a lot of money!

Just to clarify, we're talking cool prizes such as a smartwatch, thermal camera, 9-inch touchscreen and other amazing prizes. No guarantees on what will be raffled off this year, but it's looking like we'll exceed expectations once again. These prizes alone should make the decision to come to the Fort Lauderdale show a little early completely justified.

I know, I know. I buried the lead on this one but here are the details. Our breakfast kicks off at 8am on Thursday, October 26 aboard the South Beach Lady that will be located on the Face Dock once again inside FLIBS on the second day of the show. As you're planning your schedule for the week, make sure to include the BWI Breakfast. Someone is going to win an amazing prize and it might as well be you!



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EMBRACING CHATGPT AND AI AS A FRIEND, NOT A FOE

When I first heard about ChatGPT, I likely had the same knee-jerk reaction as many of you. I had mixed feelings. I was skeptical. I was doubtful. I was downright cynical. (And admittedly, that was all before I even opened up the program myself to see what the hype was all about.)



ChatGPT

Of course, looking back, these feelings were all a very natural and expected response for anyone who happens to work in the field of writing, editing, reporting, or content strategy. Deep down, I think it's safe to say that we were all probably a little worried about how this new technology would affect our place in the world—I know I was.

Before I dig in further, let me quickly take a step back for those of you who may have no idea what I'm referring to. Unless you've been under a rock, the power of AI, or artificial intelligence, has taken the world by storm. Its implementation and various use-cases across industries is impressive—from e-commerce to education to healthcare, security, travel, gaming, marketing and social media, cars and vehicles, finance...the list could go on and on.

ChatGPT, in particular, caught my attention first, mainly because of its logical application in the world of marketing and communications. If you ask Google...or better yet...if you ask ChatGPT, "Describe what ChatGPT is in one sentence, like you are describing it to a five-year-old," then a typical response you might get is the following:

"ChatGPT is like a super-smart robot friend that helps answer questions and talk about all sorts of things using words on a computer."

If you're still confused about what exactly ChatGPT is, I would encourage you to try it out for yourself and take it for a test ride. That's what I did, and that's exactly how I moved on from being a skeptic, non-believer, to a ChatGPT advocate.

That being said, as you look to embrace the new world of AI, here are five ways I've discovered I can leverage ChatGPT to strengthen my writing and content strategy, as well as enhance my day-to-day tasks:

Research Assistance: ChatGPT can quickly gather information from a wide range of sources, helping you understand the history, trends, and developments across the marine industry. Likewise, for product reviews, it can help you highlight key differences and advantages. ChatGPT can provide technical specifications, performance data, and industry standards, making your reviews more informative and comprehensive.

Generating New Ideas: One of the daily challenges faced by writers and editors is coming up with fresh story ideas. ChatGPT can be a wellspring of inspiration. For example, you can use it as a brainstorming tool, deploying keyword-based prompts or specific topics you want to explore, and it can generate a list of potential story ideas.

Editing Support: Let ChatGPT review and edit your articles for grammar, style, and consistency, saving you time on the revision process. You can also use ChatGPT to help structure your story, suggesting transitions between different sections for a seamless and engaging reading experience.

Social Media Engagement: Promoting your work on social media is essential for reaching a broader audience. ChatGPT can craft compelling captions and posts, increasing your content's visibility. **Cont. on page 3..**

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Multilingual Reporting: For international coverage, ChatGPT can assist in translating your content into different languages, broadening your readership.

There's still a lot to learn about AI and ChatGPT, and I believe it will never be a complete replacement for true, human-driven storytelling—but that doesn't mean we can't use this technology to our advantage to make our lives just a little bit easier.

Now for the real question... Did I use ChatGPT to craft this entire story? Maybe parts of the story? The world will never know. For now, good luck and happy ChatGPT-ing.

Kim Koditek is the Head of Brand Strategy & Communications at Boatsetter, and currently serves as BWI's 1st Vice President.

GENERAL NEWS

THE 2023-2024 DIRECTORY IS OUT

All members should have received an email with link to the BWI Annual Directory the first week of September. This is reference material for all members in good standing and it's an exclusive benefit so please don't share this information. Thanks to all ad sponsors/advertisers - we are always grateful for your continued support.

SECOND ANNUAL BWI TECHNOLOGY BREAKFAST AT FLIBS

If you missed it last year, you're going to want to put it on your schedule for next month. The Second Annual BWI Technology Breakfast at FLIB will be held at 8am on Thursday, October 26 aboard the South Beach Lady which will be located on the Face Dock inside the FLIBS show. Come upstairs to air conditioned comfort and a free breakfast along with great tech information from our sponsors. We will be done before the show opens - promise. Don't be late and bring some business cards for the great raffle - see Brady's note above for more.

REMINDER: GET YOUR T-SHIRT FOR FLIBS

Because you're a current member, we want to give you a free BWI T-shirt like the ones the board members wore 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. Those wearing their BWI T-shirts at the BWI Technology Breakfast at FLIBS will be entered in a special drawing.

CONTEST DEADLINE CHANGE!

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.
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.

MEMBER NEWS

DUREE & COMPANY WINS AWARD

Fort Lauderdale and Aspen-based public relations and marketing firm Durée & Company has been selected as a Bronze level winner for “Best Crisis Management,” 2023 Bulldog Reporter Awards for its work with Sea Tow in response to September 2022’s Hurricane Ian aftermath. [Bulldog Reporter](#) is a prestigious trade organization that accepts nominations for its annual awards across a number of competitive categories.

SUZUKI APPOINTS INDUSTRY VETERAN TO TOP POST

Daiki Sugiura has ascended to the new position of Executive Vice President, Sales and Marketing, reporting to new Suzuki Marine USA President Mr. Nobuo Suyama. Sugiura has 21 years with Suzuki and will be tackling strategic growth initiatives in the U.S.

SEA PRO BOATS HAS NEW MARKETING CONTACT

Whitmire, South Carolina-based Sea Pro boats announced the hiring of Kirsten Corsen for the newly established position of Director of Marketing and Dealer Relations, a title that includes press relations so now you know who to talk to.

ABYC CRAIG SHOLTEN REAPPOINTED CHAIR

Craig Scholten, ABYC technical vice president, has been reappointed as chair of the International Organization for Standardization (ISO) Technical Committee (TC) 188 Small Craft until the end of 2026.

Working groups within ISO TC 188 continually develop and create over 80 Small Craft documents utilized in the design, construction, and testing of recreational boats up to 24 meters. The industry experts on TC 188 possess valuable insights that enhance overall boating safety, contributing to a global reduction in accidents. This work facilitates trade and makes it possible for consumers to purchase boats from other countries with a consistent level of safety. abycinc.org.

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WELCOME

New Members

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Amy Farris

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Troy Hollan

Round Rock, TX

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