



WHERE ARE THE NEW BOAT MODELS? IT LOOKS LIKE THEY'RE FINALLY HERE!

by Ben Stein, BWI President

If your inbox looks like mine, it is full of new boat announcements. Perhaps this serves as an early indication about what to expect at this year's boat shows. To my eye, the last several years of shows have included relatively few new models and an enthusiastic group of attendees ready to make a purchase. Based on the announcements I've seen so far; I think this year we may all have many more new models to check out.

For four years, boat builders struggled to meet unprecedented customer demand. Hence, their efforts have been focused on taking orders, ramping up production, and servicing their new owners. As a result, boat builders weren't focused on trying out new features or designing new models. As a builder with an order backlog longer than you can meet, it only makes sense to concentrate efforts on meeting customer demand.

That's not to say that builders haven't been designing new models and innovating new features. My own tours of builder facilities have shown the creative work that continued through the pandemic and after. But, much of that creativity didn't make it to production boats.

Recent sales numbers reported across the industry show that the torrid pace of sales and deliveries has slowed. My anecdotal inbox survey suggests builders have begun integrating the new designs and features they have been working on and rolling out new models.

These new models should make for an interesting boat show season this fall and winter. If the pace of new model introductions holds, the boating public will be treated to plenty of new model premiers and opportunities to see new boats for the first time.

I know that it is a lot easier for me to get excited about going to shows where I know there will be new boats and technology on display. I recognize the period of unprecedented demand we've just seen very good for the companies we cover. But, it also lead to fewer innovations and less to see. I'm looking forward to more exciting shows.

While I'm talking about boat shows - please let me take a minute to encourage all our members to join us in Fort Lauderdale for the BWI Technology Breakfast. You will hear more about this from me and BWI in the next newsletter which will be in September, but consider

this a save-the-date for the second morning of the show, before the gates open. It's an opportunity to hear about new technology from presenting sponsors and grab a bite to eat.



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GIVE YOURSELF THE TIME

The more time I spend with other writers and editors, the more it comes to light that we are asked to do more and more consistently, often with significantly less resources. An abundance of time is one of those resources that we regularly find ourselves without, as our to-do lists grow longer and longer.

On top of that, if you're a bit of a natural procrastinator (which may or may not be me...) time and the pressure that can come with it can put you into a hustle as you barrel toward deadline and sometimes make you feel like you're not producing your best work.



Whether your content is written, video, podcast or whatever your next multimedia adventure entails, giving yourself the time to create something to its fullest potential is crucial each and every time.

This mindset extends well beyond just recognizing your own procrastination or never saying no to a project and adding to your already heaping pile of a plate. Writing or creating other content is a process. And while everyone's process is a little different, the process always takes time.

In recognizing that everyone's process is different, I'll simply aim to share a few tidbits that I've found help me along the way in my content creation.

Expand the to-do list.

No, not by adding more projects to it. I mean expand each item already on it. Break the projects into smaller to-dos. Not only can ticking off additional boxes on the list bring you a bigger sense of accomplishment, but it helps you keep track of where you're at in your process. Give yourself deadlines before the deadline.

Build in a "walk away" step.

One of the best habits I've implemented in giving myself the time for my content creation is factoring in enough time in my process for a moment to walk away from my story, video, etc. We often get really close to our content as we create it. And the closer we get, the easier it is to make mistakes. Or maybe in the flow of things a paragraph makes perfect sense to you (only to be questioned by editors down the road). Having the time to walk away, even if brief, can bring you back to your content with a fresh set of eyes, before you submit it.

Recognize your hurdles.

Writer's block or creative block is a thing for everyone at times, but a step further is everyone has their strengths and weaknesses in content creation. Maybe the lede trips you up. Maybe, like me, you tend to procrastinate on some things over others. Whatever it is, take a moment to self-evaluate and find what holds you up the most and make sure you address it by giving yourself the time to jump the hurdles in your process.

Adam Quandt is BWI board member and Editor-in-Chief of Boating Industry.

GENERAL NEWS

THE PASSING OF BOB BLACK

Bob Black was a major figure in BWI and we just learned of his passing which was on February 4 of this year. Some of BWI's legacy members including John Wooldridge, Greg Proteau and Mike Sciulla worked closely with Bob as did industry veterans like Ben Wold.

A New York City native, Black spent his career in journalism and public relations. He attended the Columbia University Graduate School of Journalism, receiving his Master of Science degree in 1955. He was a sportswriter for the Associated Press, consulting editor for Popular Science, and wrote for several boating and travel magazines. He also freelanced for several newspapers, including the New York Times, the New York Herald Tribune, the St. Petersburg Times, the Tampa Bay Times and the Norwalk Hour. Later in his career, Black founded a PR agency and became an adjunct professor of journalism.



Black served as Executive Director of BWI twice, passing the torch the second time to Greg Proteau who took up decades of service before handing off the duty. Past BWI president, Mike Sciulla, summed it up thusly. "After all those years at so many boat shows, I still had no idea Bob was a fellow New Yorker. If I had known that I would have given him less lip," he wrote. "At 95 he lived a long life and touched a lot of folks. You can't ask for much more than that."

LAST CALL:

ADVERTISING OFFERED IN 2024 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.

ACTIVE MEMBERS DON'T MISS OUT

Be Sure You're Included in the 2024-2025 BWI Directory

We're putting together 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 current as of August 5 will not be on the roster.

MEMBER NEWS

VOLVO EXPANDS REMANUFACTURED ENGINES

Many of us may have become jaded by the “S” word – sustainability. Dozens of companies in search of a bit of publicity are touting their efforts at saving the earth these days. Their efforts range from substantial to comical. But Volvo Penta has jumped in with both feet and is offering rebuilt D13, D8, D4 and D6 engines, plus complete propulsion packages from remanufactured IPS drivelines. The engines will be backed by the Volvo Penta Genuine Parts warranty.

This move is meaningful because remanufacturing reuses up to 60% of components and can save up to 56% of CO2 emissions during production compared with the manufacturing of a new engine. In our throwaway culture this is a real coup, so congrats VP.

SAIL MAGAZINE TO HOST EXEMPLARY WOMEN SAILORS AT THE ANNAPOLIS SHOW

Partnering with Hanse Yachts, the magazine will host a conversation with racing sailor Cole Brauer and cruising veteran Lin Pardey. Sail editor-in-chief Wendy Mitman Clarke and managing editor Lydia Mullan will moderate the discussion and question-and-answer session on Oct. 11 at 4 p.m. in the Jack C. Taylor Conference Center at the U.S. Naval Academy. [Click here](#) for more information and to purchase tickets.

DURÉE & COMPANY AWARDED HONORABLE MENTION

The award-winning full-service public relations and marketing firm in Fort Lauderdale and Aspen, was awarded an Honorable Mention in [PRNEWS Experiential and Event PR Awards](#) in the Best Overall Event PR Event/ Experimental Campaign B2B category. The firm won for its work with PORT 32 Marinas by positioning the company as an industry innovator, highlighting its technological advancements and commitment to exceptional service. Reportedly, the campaign directly led to increased consumer engagement and sales.

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WELCOME

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The BWI Journal is produced by and for members of Boating Writers International and can be found at www.bwi.org. Send items to be considered for publication to newbwiinfo@gmail.com. All information contained herein is meant for the use of members, is in their best interest, and appears in as true and accurate a form as possible. Membership in BWI is open to anyone involved in the recreational boating industry. Active members are generally writers, editors, photographers, videographers and broadcasters. Supporting members are usually manufacturers or marine organizations.