

Miami Show Highlights Writers & BWI

It was a busy Miami show for all BWI members: active writers, publicists and supporters. From the Annual Writing Awards and product introductions to press events and other show meetings, there was a widespread BWI presence.

BWI Writing Contest Awards \$16,000 in Prizes

Top marine journalists in the U.S. and beyond were recognized February 15 in BWI's annual writing contest, with results announced during the annual membership meeting. Presentations in 16 contest categories representing \$16,000 in awards were made to first- (\$500), second- (\$300) and third- (\$200) place scorers. Each recipient also took home a recognition plaque noting their "Excellence in creating compelling stories about the boating lifestyle through entertaining, educational and inspiring journalism."

All winners move into a "Phase II" competition that culminates in a single selection honored with the West Marine Writer's Award and \$5,000 grand prize at the Ft. Lauderdale Boat Show.

In its 15th year, the BWI contest attracted 200 participants submitting 521 entries. In addition to cash awards, Certificates of Merit were presented to writers of another 38 articles that scored within 95 percent of third-place tallies in each category.

All submissions were published in 2007. Each of the 16 categories was judged by four active journalists in the first

few weeks of the New Year. Results can be found through a link on the www.bwi.org homepage.

Richardson Cited for Editorial Excellence

Northeast Boating magazine Editor Tom Richardson was honored by BoatU.S. with the 2007 Moulton H. "Monk" Farnham Award for Excellence in Editorial Commentary. The award recognizes editors who have a passion for boating and fishing, a crusading spirit, and a willingness to use their editorial page to lead the debate on issues facing the recreational boating community.

"This year's award goes to an editor who has used his soapbox to rail against the senselessness of promoting the use of ethanol in our fuel, which leads to nitrification of our waterways and oxygen-depleted 'dead zones,'" said Michael Sciulla of BoatU.S. about Richardson's column, "From the Helm."

In its 12th year, the award includes a hand-crafted trophy and check for \$1,000.

Web Awards Include BWI Members' Sites

Boats.com and NMMA announced winners of the fourth annual North American Marine Industry Web Awards. An Active and a Supporting member of BWI won awards for their drive toward higher standards in design and content.

Judges honored www.MadMariner.com, a web-based magazine, for Outstanding Contribution to the Online Marine Industry. Said Sharon Davison, one of the judges and CEO of Web design firm Red Sky Blue Water, "Our vote went to *MadMariner.com* because it's clear that the site's number one goal is to offer useful, inspiring content about boats, boaters and boating. With a diversity of image-supported content, this subscription-based site serves a broad boating audience."

Mercury Marine (www.mercurymarine.com) won for Best Marine Equipment Site.

Davison said, "With the Mercury site, I believe I could make an informed decision about the right motor for my needs. The site is exceptionally designed and leverages technology well. Side-by-side comparisons were particularly engaging, and Mercury's passion for engines comes through with a wealth of information made easily accessible through intuitive functionality."



Mike Sciulla (left) and Tom Richardson