

FROM: NATIONAL MARINE MANUFACTURERS ASSOCIATION
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FOR IMMEDIATE RELEASE

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Judges Named for 2010 Miami Innovation Awards Program
Presentation time and location set for Thursday, February 11 at 5:30pm

CHICAGO, January 14, 2010 – The National Marine Manufacturers Association (NMMA) and Boating Writers International (BWI) today announced judges for the 2010 Miami Innovation Awards, which will be presented during the State of the Industry and Innovation Awards presentation at the [Miami International Boat Show \(MIBS\) and Strictly Sail Miami](#) on **Thursday, February 11, at 5:30 p.m. in meeting room A101/102** of the Miami Beach Convention Center. MIBS and Strictly Sail Miami will be held February 11-15 at the Miami Beach Convention Center and Sea Isle Marina & Yachting Center.

The judges' committee is comprised of BWI members who perform product testing throughout the year and have specific expertise in marine products. **Zuzana Prochazka**, chair of the BWI Innovation Awards Committee and technical editor for *Latitudes & Attitudes* magazine, will serve as the Miami Innovation Awards Chair. Other BWI members participating on the committee for this year's Miami Innovation Awards include:

- **Mark Corke**, owner of *On Board with Mark Corke* blog and contributing editor of *Soundings* and *Blue Water Sailing* magazines
- **Alan Jones**, executive editor of *Boating World* magazine and contributing editor of *Sea* magazine
- **Frank Lanier**, freelance marine journalist and regular contributor to *Practical Sailor*, *Southern Boating*, *Australian Yachting*, *Seafaring*, *Lakeland Boating*, *Chesapeake Bay*, *Northeast Boating*, and *Good Old Boat* magazines
- **Darrell Nicholson**, editor of *Practical Sailor* magazine
- **Lenny Rudow**, author and freelance writer for *Marlin*, *Boating World*, *Sea*, *BoaterMouth*, *Texas* and *Fish & Game* magazines, as well as www.HookedOnFishingBoats.com
- **Peter Swanson**, freelance writer and regular contributor to *PassageMaker*, *Soundings* and *Yachting* magazines

The 2010 Miami Innovation Awards are the industry's highest honor for innovative and technological achievement. The Innovation Awards recognize advancements in consumer products based on innovative distinction, benefit to the marine industry and/or consumer, practicality and cost-effectiveness. Innovative achievement in boat and engine design will be recognized in as many as eleven designated categories, including two new categories in 2010:

- **Runabouts and Fishing Craft to 24'**
- **Cruisers** (25' to 140' including fishing craft)

- **PWC, Jet Boats, Pontoon Boats**
- **Inflatables, Small Boats (up to 15') and Tenders**
- **Sailboats** (mono, multi-hull)
- **Consumer Installed Docking and Fendering Equipment** (owner-installed docks, boatwhips, boatlifts, davits, cranes, fenders or fendering systems, etc.)
- **Consumer Electronics and Software**
- **Consumer Personal Gear** (clothing, sunglasses, safety equipment available to consumer or anything you might carry on your person)
- **Consumer Installed Non-Electronic Hardware** (equipment must be non-electronic and may be deck equipment such as anchors, BBQs, blocks, winches/winch handles or interior hardware such as screens, vents, etc.)
- **Safety Equipment**
- **Water Sports and Equipment** (fun, non-safety related products and fishing products)

**Please Note: All boats entered in the Innovation Awards must be NMMA Certified.*

In addition, NMMA's **Environmental Award** may be given to recognize the most innovative environmentally-friendly new product in the marine industry. Innovation Award entries are currently being accepted and an application form is available [here](#). The submission deadline is **Friday, January 22**.

For information on submitting a product for consideration in the Miami Innovation Awards program, contact NMMA trade events project manager Melissa Gurniewicz at 312-946-6281; mgurnie@nmma.org.

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About NMMA: National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry in North America. NMMA member companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. For more information, visit www.nmma.org.