THE DIVE INDUSTRY PROFESSIONAL

April 1, 2026 - Vol 26, Issue 4



EDITOR'S GREETING

Welcome to the April 2026 edition of *The Dive Industry Professional*. ***This year, we are celebrating our 25th Anniversary.*** As a Trade Publication, *The Dive Industry Professional* is dedicated to the professional advancement of Dive Industry Professionals worldwide. Our mission is to bring buyers & sellers together through our use of 21st Century marketing tools and technologies.

We begin this issue with our editorial, ***Defining the Global Diving Community.*** A common marketing mistake made in the diving industry is trying to market to everyone. Besides being unprofessional, time consuming, and expensive, it is very unproductive. A better way of marketing is to define your audience and target market them according to their level of certification and professional development and always according to their current needs in the diving community. This month's editorial is all about relationship selling.

Our Marketing Series continues with ***Marketing Messages & Marketing Vehicles.*** If you are new to the diving industry and looking to start your career as a professional marketer, this article will help you build a foundation for what marketing is, what it does, and what its components are. As a Marketing Professional with over fifty years of marketing consulting and experience in the Global Diving Industry, I always advise my clients to become masters in product development, customer behavior, and the art and science of marketing.

Our non-profit organization, Dive Industry Foundation, is conducting its ***2026 Industry-Wide Dive Retail Survey***. We want our industry to grow, so we collect data that shows us the strengths, weaknesses, opportunities, and threats in the global diving industry.

Our Industry Profile features Buddy Dive Resort Bonaire's new Course Director, ***Rosie Alvelais Crocker.*** Congratulations Rosie, on your promotion and your impressive teaching career.

Our ***Shows & Events*** column gives you details about trade and consumer shows & events for 2026. Our ***Membership*** pages invite you to join the Dive Industry Association and find out why so many dive businesses become Members and renew in our Global Diving Business Network.

Gene Muchanski
Editor, *The Dive Industry Professional*

Dive Industry Association, Inc. is the Premier Trade Association in the Global Diving Industry, with Members Worldwide.

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diveIndustry ASSOCIATION Monthly Newsletter

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EDITOR: Gene Muchanski

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EDITORIAL



Defining the Global Dive Community

by Gene Muchanski, Editor
The Dive Industry Professional

The first step in any journey is to establish where you are, before you begin. Then decide where you want to go. The rest is elementary. Create a path from Point A to Point B and GO!

As an Industry Planner at the Dive Industry Association, my job is to focus on ***Building a Better Industry***. It's a big job, but since no one else is doing it, I have my work cut out for me. I say that no one else is doing what I do, but that's not completely accurate. There are other marketing planners in the diving industry, working for large and small companies that specialize in diving equipment, training, travel, and lifestyle products. But they work for companies that have their own agenda, based on what they produce and who they sell their products and services to. Their main purpose is to understand the market their company competes in. Unfortunately, not every company in the diving industry can individually afford their own Industry Planner, but collectively they could.

The Dive Industry Association developed a plan 25 years ago to ***Build a Better Industry*** and since the stakeholder groups at the time were very much fragmented, we decided to build a better industry ***One Member at a Time***. Fortunately, we didn't have to do it alone. Over 500 diving businesses supported our work over 2,000 times. Because of the hugh industry support we received, our association has been able to define, analyze, and understand our industry in order to be able to help our members navigate through the Global Diving Community, giving them the competitive edge they needed to gain and maintain sufficient market share and profitability. Along the way, we used consistent terminology to describe the industry so that it made sense to the Dive Industry Professionals who work in the industry. We use the term Global Diving Community to describe individuals who participate in diving and diving related activity and purchase the programs, products, and services created and distributed by the Global Diving Business Network.

Researching the buyers and sellers in the global diving community has given us an insider's perspective to our industry's consumer behavior. We have a keen perspective as to who is producing diving goods and services, who is distributing and selling them, who is purchasing them and why, and who is still considering themselves as divers or diving instructors, even though they don't dive any more and are not making any diving and diving related purchases.

As we were conducting our spring-cleaning chores last month we uncovered a number of inactive contacts (see March Editorial – Time For Spring Cleaning). We cleaned our database and reorganized how we label our contacts. Without going into too much detail, we followed our Inbound Marketing protocols with our CRM software platform to target market our contacts by their persona and their current point in their customer conversion path as it relates to our company.

Your company should have a general idea of the type of customers you are targeting. A buyer persona is a profile of your target customer. By understanding the buyer persona of the contacts in your database, you can gain valuable insight as to the types of messages you should be sending.

Why do we have to define individuals in the Global Diving Community? Because not everyone wants to be "sold to." Not everyone is your customer. Not everyone in the world wants to hear about your "cutting edge, unbelievable, super fantastic, available in multiple colors, scuba diving fins" three times a week, every week! That's why! Consumers have needs, and when they want to satisfy their needs, they will go online and search for what they want. It's your job as a Dive Industry Professional, working in the Global Diving Business Network, to know who these customers are, what they need, and where they are on their Buyer's Journey. You want to be close to them when they are ready to convert.

A Return to Relationship Selling: It's time for the diving industry to return to relationship selling. For all the people who are posting their blogs, emails, reels, and videos please keep it up. Social media is a great way to create attraction, and if it gets more people interested in diving, that's great. For those of us in the business-of-diving, we need to understand consumer behavior and what it takes to help a prospective diver go from contact to contract. But let's do our marketing intelligently this time. ***Define your audience and target potential customers based on their persona and their needs. Not your product.***

An Opportunity For Dive Stores: If brick-and-mortar Dive Stores ever needed to answer the door to a tremendous renaissance opportunity, now is the time. The business of diving is about creating relationships with your customers and learning all about their recreational needs. Keeping them close to you while they are actively going through their recreational buyer's journey is the best thing you can do. You are there to teach them, advise them, and mentor them. If you build your business relationship correctly, they will be there for you when it's conversion time. If you are worried about your competitors or vendors selling directly to your customers, remember that you have the advantage of relationship, proximity, and recency in your favor. That's priceless.

Learn To Target Market: Large diving companies who are trying, but failing, to sell directly to the end user are using the "spaghetti model" of marketing. Throw everything at the public and see what sticks. They believe the more contacts they have, the more business they will get. That's not true. Maybe their junior marketing influencers just don't know the difference between impressions, contacts, leads, marketing leads, sales leads, customers, repeat customers, and lifestylers? Inbound marketers in the diving industry are smart to define their prospects according to their target personas and target market their contacts according to their needs and their position in the customer conversion process. If any of this makes sense to you, I invite you to learn more about what we do at the Dive Industry Association.

Become a Member of our Global Diving Business Network: Annual Membership in the Dive Industry Association is $125 and includes placement in a number of Trade Directories and websites. Our organization uses websites and directories in advertising and marketing campaigns to refer business to our members. By joining our network, you are becoming part of a network that works on your behalf to bring buyers and sellers together for the benefit and growth of the Global Diving Community. Download a Membership Application today.

# # #





Marketing Series:

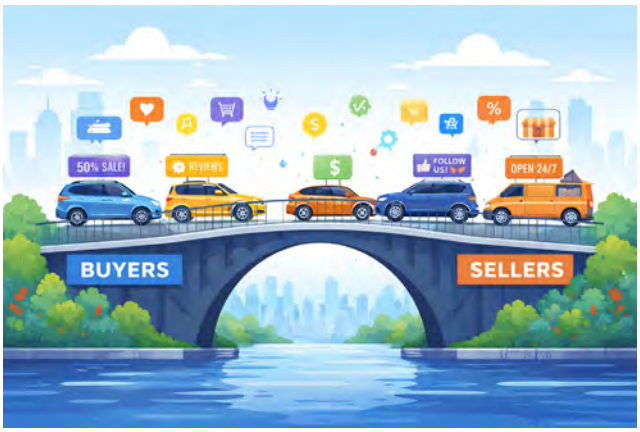
Marketing Messages & Vehicles

by Gene Muchanski, Editor
The Dive Industry Professional

Marketing is an art and science that we use in the business world to accomplish many things. Businesses are created to produce programs, products, and services that people purchase for their everyday needs and wants. Marketing facilitates the exchange between buyers and sellers. You can say that marketing was created to connect people with products. The science of marketing goes much deeper than that, but for right now, this is a good start.

To be a Master at Marketing, one has to understand products, people, and that which connects the two. From a Product Management perspective, marketers deal with things that are produced, from conception to consumption. From a Customer Management viewpoint, we have to understand consumer behavior and the buyer's journey from desire through purchase. Only after mastering the components of production and consumption, supply and demand, and buyer and seller needs can Degreed Marketing Professionals put together strategic plans that bring the two sides together.

Marketing as a Bridge: I like to look at sellers and buyers, or as we call them, producers and consumers, as two mountains separated by a valley. I look at professional marketers as bridge builders who connect buyers to sellers. ***Marketing is the bridge we build that connects buyers & sellers.*** Traveling on our bridge are marketing vehicles that carry marketing messages to stimulate commerce. The professional marketing trade is responsible for learning how to create effective marketing messages and selecting the proper marketing vehicles to deliver the messages. Many of the marketing messages we produce are created using 21st century marketing tools and technologies. And what good would a marketing message be if it couldn't be delivered in a timely manner to our perspective audience? Marketing vehicles are tools and technologies that deliver messages to our audience, the prospective buyer.



Marketing Vehicles: Marketing vehicles are designed to carry a plethora of messages in different formats. It is common in business to use formats that can accommodate print, digital, audio, and face-to-face marketing messages. While some vehicles are better suited for specific formats, some are actually effective in multiple formats. The choice of which marketing vehicles to use should be based on the buying habits of your prospective customers. What do they read? What do they listen to? Where do they go to get

information when they are considering a purchase? Where do they buy? When do they buy? Why do they buy? These are all things you need to know so you can choose a marketing vehicle they are familiar with and use in their Buyer's Journey for programs, products, and services you sell.

Marketing Messages: ***A professional marketing message is always about the product. The audience for your message is always the customer.*** That's what marketing does. It connects people with products. Don't kid yourself into thinking otherwise. You'll save yourself a lot of pain and discomfort if you realize that businesses are formed to produce products that can be sold. Businesses market their products to create conversions. The ultimate conversion is a sale or a donation or the acceptance of an offer.

Company Centric vs Customer Centric: The single most important paradigm shift in marketing is the centricity of the producer-consumer equation. When the age of consumerism began shortly after World War II, producers created products they believed consumers needed, wanted, and were able to afford. They hired a Sales Force to move products from their full warehouses to their franchised dealers and onto the final consumer. Salesmen were trained on features & benefits of their products. Everything was centered around the producers and their products. The type of advertising at that time is what we call *push* advertising. The sales message originated from the producer to reach the consumer.

Types of Push Advertising: Advertising that was popular in the 20th century was print, radio, television, billboards, and face-to-face selling. Print advertising dominated as the most popular marketing format for small businesses in the diving industry. Popular print ads took the form of business cards, brochures, catalogs, and posters. Direct mail, newspapers, magazines, point-of-sale material, and the Yellow Pages were common vehicles for print advertising. Print advertising is still popular in the diving industry today, but its effectiveness and potential return on investment must be continually measured, analyzed, and re-strategized for cost effectiveness.

Changing Centricity: The invention of the small computer and the digitization of data has changed the marketing and advertising professions forever. Dive Industry Marketers, who have adapted in a continually changing business environment these past few years have been able to survive constant change and have learned to actually use it to their advantage. The first major change in dive industry marketing is that the producer-consumer relationship has become more customer-centric. Thanks to the introduction of marketing as a profession, the focus is now on the consumer. Products are designed and produced with input from consumer research. We no longer train a sales force to push products on an unengaged consumer base. Our Product Managers in the marketing department interact with potential customers as product advisors. When customer-desired products are ready for shipment, customer-centric marketing messages are based on satisfying customer needs. ***Our marketing and advertising campaigns have changed from a push strategy to a pull strategy.***

Inbound Marketing: Prior to the covid pandemic a new marketing paradigm was taking hold of the way businesses market their products to consumers. In the age of information digitization, consumers were becoming highly skilled at researching things they wanted to purchase. It got to a point where most consumers were doing more and better marketing than the producers were. Progressive marketers wanted to be in a position where they could influence a customer's purchasing decision when they were ready to convert from prospect to customer. They began mapping customer purchasing paths and became familiar with the various stages that a consumer goes through in their buyer's journey. Successful marketing professionals are able to track a consumer's progress from first contact through becoming a customer lifestyler. Even if the conversion process is not a quick one, individualized market-

ing messages can be tailored to the prospective customer throughout their conversion path.

Choosing a Marketing Vehicle: The number one rule of choosing a marketing vehicle to carry your message is choosing the vehicles that your target customer is familiar with and typically uses. Remember, being a customer-centric marketing professional, you want to use marketing vehicles that appeal to the customer, not just the ones you are familiar with. The biggest problem the diving industry has been with young, inexperienced marketers how think that all consumers are on *their* social wavelength. Obviously, that is not the case, and it will take many years of trial and error to teach them otherwise. When using new tools and technologies you want to make sure your prospective customer is on the receiving end of your message***. Become a lifelong student of consumer behavior and you will always have a heads-up on communicating with your target audience.***

Hybrid Marketing Campaigns: Your professional toolbox should have many tools in it. Different marketing campaigns for different target customer groups call for the use of different marketing tools and technologies. Depending on when, where, and with whom you are trying to achieve your marketing outcomes, you may have to use different marketing messages and marketing vehicles to achieve the conversions or outcomes you planned for. It all depends on your audience. I think it is wise to use both inbound marketing and outboard marketing campaigns. There are times when a simple business card works and there are times when you need to use the power of a professional content management system (CMS).

Take the time to learn about the various marketing vehicles that are currently being successfully used in the diving industry and learn how to create simple and effective marketing messages that are measurable.

# # #




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Dive Retail Survey - 2026

by Gene Muchanski, Editor
The Dive Industry Professional

In conjunction with the Dive Industry Retail Association, the Dive Industry Foundation is conducting its annual Industry-Wide Dive Retail Survey. ***We are asking all Dive Retailers to download a copy of our survey, fill it out to the best of their ability, keep a copy on file, and email or direct mail a copy to the Foundation's office in West Melbourne, Florida.*** We ask that each retailer keep a copy on file so they can update and resubmit it next year.

The Survey's History: We first published the Dive Retail Survey in 2002. We have conducted the survey at key points in the past 24 years. Over 80 dive stores have completed the survey since we first began. The data we have received, compiled, and analyzed has helped industry planners better serve the needs of the Global Diving Business Network. A full, written report of the 2002 retail survey was published and is available to any retailer who participates in the survey. A full 2026 survey report will also be published for the participants. A general article about our findings and its significance to the Global Diving Community will be published in our marketing materials and in our monthly trade magazine, The Dive Industry Professional.

Confidentiality of the Survey: The survey questions we ask in the survey are compiled by our research team and all individual answers and sources are not shared within the industry. We collect data to compile, analyze, and group together information into ranges, averages, modes, and trends. As a life-long businessman, I can understand an entrepreneur's reluctance to disclose sensitive information like business financials, especially if you don't personally know the researcher. But as a Dive Industry Planner and Marketing Consultant in the Diving Industry for over 40 years, I can assure you that this very important data we are collecting is simply "numbers on a page" for the research we are conducting. Individual numbers only have meaning to us as we compile, analyze, and organize collective data that helps us understand industry averages and trends on the whole***. Your business information is safe with us as in any Consultant/Client relationship.***

The Purpose of the Survey: The purpose of the survey is to establish a baseline of retail dive store activity and measure outcomes of past retail business activity. The data collected helps our Foundation to better understand the retail stakeholder group, sets a baseline for trends and average norms in business operations, sales, service, training, and travel. We were able to establish ranges, averages, norms, and trends for sales, certifications, and travel activities in the retail sector of the diving industry. We collect data that supports the retail community's industry engagement, and professional development activities. By asking the retail sector about their five greatest needs in the diving industry, we are able to create strategic plans that contain actionable items we can implement to achieve industry goals and objectives. Collecting data from active dive store retailers allows industry planners to measure key results and objectives to see if we are achieving our planned goals and objectives for industry growth and success.

Survey Component – Contact Information: The first part of the survey is contact information. We verify that each dive store is currently in business, as a dive retailer. We publish a list of active dive stores, by territory in the United States on our DIVE LOCAL website.

Survey Component – Survey Questions: Our survey questions pertain to the size and scope of your physical location and operation. We look at your profit centers of equipment sales & services, training courses, club, charter, and travel activities. We ask about the size of your staff and the extent of your business preparedness and your continuing business professional development.

Survey Component – Top 5 Business Needs: The most important part of the survey is asking Retailers about what their 5 greatest business needs in the diving industry are. With what we know today about modern marketing tools and technologies, we have sophisticated technology at our disposal to evaluate current industry needs, but we first have to know what our customers' needs are. Books like Measure What Matters, by John Doerr teach us that we can't analyze what we don't measure. John's mantra is, "It takes a team to win." It should be our industry's mantra also.

Our Strategic Plan: ***Our strategic objective for the Global Diving Industry is to get Dive Store Retailers to become more engaged in the industry.*** We are asking all Retailers to complete the 2026 Industry-Wide Dive Retail Survey. Our research team will compile the results, and organize the data into groups, modes, ranges, and averages. Once we have compiled the results, our volunteer Retail Committee will work on a strategic plan to identify and address the most significant industry strengths, weaknesses, opportunities and threats in the retail sector. The Retail Committee will conduct roundtable discussions to recommend possible actionable items that could achieve our goals and planned objectives. The Team will be responsible for creating OKR's (objectives and key results) that can be measured to ensure we are achieving our planned industry objectives. We will continue to measure our results and course-correct as necessary.

The Bigger Picture: Conducting a Retail Survey is not the end-goal. It is only the beginning. The Retail Sector in the Global Diving Community is the center of the industry's economic activity and development. It is where the supply chain meets consumer demand. Retail activity affects the success of the supply chain and the future of the demand chain. For our industry to be successful and sustainable, our industry needs to have and support a dynamic retail hub. Our Dive Retail Survey will be used to build a strong foundation for our industry to grow upon.

For more information on the 2026 Industry-Wide Dive Retail Survey contact Gene Muchanski at Dive Industry Foundation. Phone 321-914-3778. eMail: gene@diveindustry.org

Become a Member of our Global Diving Business Network: Annual Membership in the Dive Industry Association is $125 and includes placement in a number of Trade Directories and websites. Our organization uses websites and directories in advertising and marketing campaigns to refer business to our members. By joining our network, you are becoming part of a network that works on your behalf to bring buyers and sellers together for the benefit and growth of the Global Diving Community. Download a Membership Application today.

# # #





Buddy Dive Resort Bonaire Welcomes New Course Director Rosie

Kralendijk, Bonaire, March 27, 2026 — Buddy Dive Resort proudly announces the appointment of Rosie Alvelais Crocker as the new Course Director for Buddy Dive Academy, bringing international teaching experience and a strong passion for professional dive training to the island.

Rosie's journey into scuba diving began far from the ocean. Born in Chihuahua, Mexico, and raised in El Paso, Texas, she developed an early fascination with marine life during family beach trips. After earning a degree in Journalism and Communications from the University of Kansas, she set off traveling; an adventure that led her to discover scuba diving and ultimately change the direction of her career.

Since completing her Divemaster and Instructor Development Course in 2018, Rosie has built an impressive teaching career across Honduras, North Carolina, and Hawaii. Over the years she advanced from instructor to Course Director in Utila, Honduras, gaining extensive experience mentoring dive professionals and leading instructor training programs.

At Buddy Dive Academy, Rosie will oversee Divemaster, Instructor Development Course (IDC), and MSDT programs. Known for her coaching-focused and relationship-driven teaching style, she emphasizes developing confident dive leaders who can succeed in real-world environments.

"Buddy Dive's reputation for professionalism, quality training, and community made it an exciting next step," says Rosie. "Training future dive professionals here on Bonaire, with its incredible shore diving and supportive environment, creates a truly immersive learning experience."

Rosie's vision is clear: to ensure every candidate leaves the academy feeling confident, supported, and ready to thrive as a dive professional.

About Buddy Dive Resort

Buddy Dive Resort Bonaire is one of the Caribbean's leading dive resorts, offering world-class shore diving, full-service dive facilities, professional training programs, and comfortable accommodations. As a PADI 5-Star Instructor Development Center, Buddy Dive provides a full range of scuba education from entry-level courses to instructor development and continuing professional education. Over the last few years, Buddy Dive Resort was recognized as one of the World's Best Dive Resorts & Operations in *Scuba Diving* magazine's Reader's Choice Awards: Top 100 Gold List.

Media Contact

For PR inquiries or other PR related questions, please contact marketing@sapiasbv.nl

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Toll-Free US/Canada: 1-866- GO-BUDDY

# # #


OUR PHOTO ISSUE
28
Kids Sea Camp
YEARS
Margo Peyton
THE FORGOTTEN ISLANDS
Download 2026 Catalog

2026 DIVE & TRADE SHOWS

January 7-9, 2026: ***Surf Expo***. 50th Annual Industry Trade Show. Orange County Convention Center – West Concourse, 9899 International Drive, Orlando, FL. Contact Rod Tomlinson. Toll Free Phone: 800-947-7873. Phone: 678-781-7900. email: rod.tomlinson@surfexpo.com Direct: 678-781-7914. Web: www.surfexpo.com

January 17-25, 2026: ***Boot Dusseldorf –*** 56th International Boat Show. Dusseldorf, Germany. Diving Pavilion in Hall 3. Contact: Justin Kesselring, Project Manager, Messe Dusseldorf North America, 150 North Michigan Avenue, Suite 2920, Chicago, IL 60601. Phone: 312-781-5180 email: info@mdna.com Web: http://www.mdna.com/trade-shows/details/boot

February 28 – March 1, 2026: *Go Diving Show - UK.* Dive Show. Naec Stoneleigh Park, Coventry, United Kingdom. Contact Ross Arnold. email: events@rorkmedia.com Web: www.godivingshow.com

March 14-15, 2026: ***The Boston Sea Rovers 72nd Annual International Underwater Clinic***. CoCo Key Hotel & Water Resort, Danvers, MA Contact David Caldwell, Exhibit Co-Chairman, Email: djc.searover@gmail.com or visit www.bostonsearovers.com

March 27-29, 2026: *Beneath the Sea* - 47th Annual International Oceans Exposition. New Jersey Meadowlands Expo Center, Secaucus, NJ. Contact Maria Hults. Phone: 914-664-4310. Fax: 914-664-4315. email: info@beneaththesea.us Web: www.beneaththesea.us

May 30-31, 2026: ***Scuba Show Long Beach***. 39th Annual Consumer Scuba Show. Long Beach Convention Center, Long Beach, CA. Contact Ross Arnold, Publishing Director. Phone: 816-665-8679. email: events@rorkmedia.com Web: www.scubashow.com

June 6-7, 2026: ***Scuba Show Atlantic City***. 1st Annual Consumer Scuba Show. Atlantic City Convention Center, Atlantic City, NJ. Contact Ross Arnold, Publishing Director. Phone: 816-665-8679. email: events@roakmedia.com Web: www.scubashow.com

September 16-18, 2026: ***Surf Expo***. 50th Annual Industry Trade Show. Orange County Convention Center – South Concourse, 9800 International Drive, Orlando, FL 32819. Contact Rod Tomlinson. Toll Free Phone: 800-947-7873. email: rod.tomlinson@surfexpo.com Direct: 678-781-7914. Web: www.surfexpo.com





September 5-6, 2026: *Go Diving Show - Australia.* Sydney Olympic Park. Sydney, Australia. Contact Ross Arnold. Rork Media. email: events@rorkmedia.com Web: www.godivingshow.com



November 3-6, 2026: ***Dema Show***. 50th Annual Industry Trade Show. Ernest N. Morial Convention Center, New Orleans, LA. Phone: 800-687-7469. Web: www.demashow.com





MEMBERSHIP

"Building a Better Industry, One Member at a Time"

The Dive Industry Association is a Marketing and Trade Association dedicated *to "Building a Better Industry, One Member at a Time."* Founded in April 2001, Dive Businesses and Individuals have joined our association to promote their business and grow the diving industry.

Our Purpose is to build a cohesive and functional Global Diving Business Network.

Our Vision is to *Build a Better Industry, One Member at a Time.*

Our Mission is to Bring Buyers & Sellers together to facilitate business success and industry growth.

Our Focus is to concentrate on the industry's sale of diving equipment, training, travel, and lifestyle products.

Our Goals are to:

- Unite the Industry to a common purpose
- Promote Professional Business Development within our Membership
- Generate maximum marketing exposure and sales leads for our Members
- Increase business opportunities for our Members

Reasons to Join: Annual dues are $125. Annual renewals, if paid by your annual renewal date are $100. There is no place in the industry where you get as much coverage for so little an investment. The association promotes your business using blogs, websites, directories, social media, at trade and consumer shows and through direct referrals. Our networking capability is the envy of the International Diving community. The discounts you receive from Constant Contact by being a member and the FREE weekly press releases you receive more than pay for your dues many times over. Don't be a *Lone Marketeer*. Join the Dive Industry Association this year.

For more information: Contact Gene Muchanski, Executive Director, Dive Industry Association, Inc., 2294 Botanica Circle, West Melbourne, Florida, 32904. Phone: 321-914-3778. eMail: gene@diveindustry.net Web: www.diveindustry.net



"Building a Better Industry, One Member at a Time"

MEMBERSHIP APPLICATION

Company Name: _____

[ ] Proprietorship [ ] Partnership [ ] Corporation [ ] LLC Years in Business: _____

Contact Person: _____ Date of Birth: _____

Contact Person's Position: _____Years with Company: _____

Business Address: _____

City / State / Zip: _____

Business Phone: _____ Fax: _____

Toll Free Phone: _____ Toll Free Fax: _____

Home Phone: _____ Cell: _____

Facebook: _____ Skype: _____

E-mail Address for directories: _____

E-mail address for DIA correspondence: _____

Web Site (URL): _____

Trade Directory by-line (1-2 lines only): _____

DEMA Member? [ ] No [ ] Yes Number: _____ Votes: _____ Voting Delegate: _____

Category – Business - (Choose One) $25 Registration Fee + $100 Annual Membership Dues

[ ] Manufacturer [ ] Distributor [ ] Retail Center [ ] Charter Boat [ ] Dive Club

[ ] Service Provider [ ] Industry Media [ ] Trade Association [ ] Training Association

[ ] Service Organization [ ] Trade Show Organizer [ ] Training Facility [ ] Travel Business

Category – Individual - (Choose One) $25 Registration Fee + $50 Annual Membership Dues

[ ] Sales Representative [ ] Professional Educator [ ] Industry Professional

Payment Method: [ ] Cash / [ ] Check / [ ] Credit Card / [ ] PayPal / [ ] Square

[ ] Check (payable to Dive Industry Association, Inc.) **$ _____** Check # _____

[ ] If paying by Credit Card, please fill out: Type: [ ] American Express [ ] MasterCard [ ] Visa

Credit Card #: _____ Expiration Date: _____ CVV: _____

Card Holder's Name: _____ Signature: _____

[ ] Referred by: _____

* DIA retains the right to re-classify members according to our membership standards.

Mail to: Dive Industry Association, Inc., 2294 Botanica Circle, West Melbourne, FL 32904-7339

MEMBERSHIP RENEWALS

diveIndustry ASSOCIATION

"Building a Better Industry, One Member at a Time"

We would like to thank the following New Members for joining our Global Diving Business Network.

We would like to thank the following Charter Members and Members for renewing with us for another year.

NEW MEMBERS

0448 – Cressi – Manufacturer – www.cressi.com

0449 – HEAD Watersports – Manufacturer – www.mares.com/en/about-head-group

RENEWING MEMBERS

0048 – Tektite Industries, Inc – Manufacturer – www.tektite.com

0071 – Our World-Underwater Scholarship Society – Non-Profit – www.owuscholarship.org

0073 – Discovery Diving Co., Inc. – Dive Store & Dive Operator – www.discoverydiving.com

0074 – Scuba Diving International (SDI) – Training Agency – www.tdisdi.com

0135 – Prescription Dive Masks – Manufacturer – www.prescriptiondivemasks.com

0210 – Sea Robin Cozumel – Travel, Dive Operator – www.searobincozumel.com

0224 – Island & Cruise Adventure – Travel, Travel Advisor – www.islandcruiseadventure.com

0272 – Big Blue by Roland St John – Manufacturer – www.bigbluedive.com

0307 – Mexico Liveaboards – Travel, Liveaboards – www.mexicoliveaboards.com

0331 – Innovative Scuba Concepts – Manufacturer – www.innovativescuba.com

0353 – NAUI Worldwide – Training Agency – www.naui.org

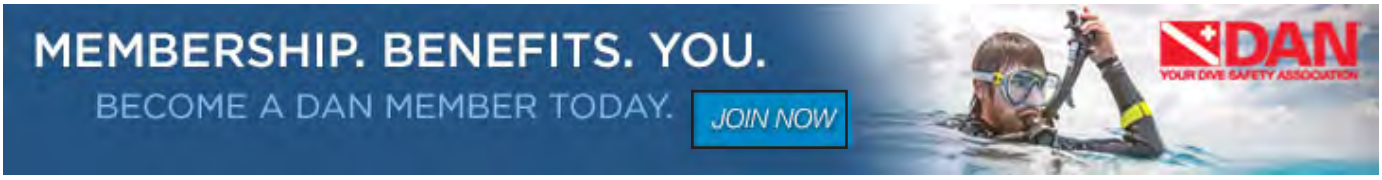
0357 – Lita's All Natural LLC – www.LitasAllNatural.com

0378 – Scuba St Lucia – Travel, Dive Resort & Operator – www.scubastlucia.com

0410 – OCG Creative – Service Provider, Digital Marketing – www.ocgcreative.com

0420 – Ultralight Camera Solutions, Inc – Manufacturer – www.ulcs.com

0428 – Heroes del Mar – Non-Profit Organization – www.heroesdelmar.org




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