

THE DIVE INDUSTRY PROFESSIONAL

June 1, 2025 - Vol 25, Issue 6



EDITORIAL

What's Important In Your Business

DIVE LOCAL

U.S. Dive Stores Listing

MEMBERSHIP RENEWALS

MEMBERSHIP

SHOWS & EVENTS

EDITOR'S GREETING

Welcome to the June 2025 edition of *The Dive Industry Professional*. 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 by increasing our usage of 21st century marketing tools and technologies.

In this month's issue we begin with our editorial, ***What's Important In Your Business?*** Every business has a purpose. Are you still doing what the business was designed to do? Is it still important enough to be your number one priority? This article helps you achieve maximum results with the minimal investment of time, money, and manpower.

Our DIVE LOCAL Network Series looks at ***U.S. Dive Stores***. Since the beginning of the diving industry, there has never been a comprehensive listing of dive stores in the United States. We have had many diving magazines sell ad space in their "Dive Store Directory" but there has never been an industry-wide listing of stores. All that has changed with the introduction of the internet. But even now, with all of the "Dealer Locators" on the world wide web, you think there would be an industry wide dive store listing, regardless of training agency affiliation or diving equipment vendor preference. Well, the DIVE LOCAL has accepted the responsibility and published a listing of Dive Stores in the United State. We list the stores by territory, by state. This article is all about the work we do at DIVE LOCAL to bring buyers and sellers of diving equipment, training, and travel together.

Our Membership page invites 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. And finally, our Shows & Events column brings you upcoming events for 2025. ***Enjoy the read.***

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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THE NATURE ISLAND



Trade Publication

The Dive Industry Professional

EDITOR: Gene Muchanski

Monthly Publication of
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Quick Links

www.diveindustry.net
www.diveindustry.org
www.divelocal.org





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EDITORIAL



What's Important In Your Business?

by Gene Muchanski, Editor
The Dive Industry Professional

Every business has a purpose. The purpose of a business is what the business does or was started up to do. Was it designed to teach diving, make diving equipment, sell diving equipment, or provide travel services to vacationing divers? I can always tell if a business is being true to its original purpose. I look at the business revenue streams and nine out of ten times, the highest source of revenue is why the business was started. But not always. Whatever the business was created to do, that should be the most important thing to the individuals who run the business. So, what is important in your business? If you can't rattle off a quick one, two, or three things, It's time to sit down and give it some thought. Some very serious thought.

We can give you a few examples that help us define the original purpose and design of a few companies in the diving industry. A Trade Association that is operating in its original design purpose should generate most of its revenue from member dues and subscriptions. A Shows & Events Organization should make most of its money from exhibitor and attendee fees. A Marketing Consulting Company should bring in mostly consulting fees and commissions. Not

all businesses in the diving industry receive their major revenue streams from only one or two sources. A Retail Dive Store in our industry typically has numerous revenue streams and the percentages may vary from store to store and state to state. Dive Stores have multiple profit centers including those from equipment, training, service, and travel sales.

Another good indication of whether a business is operating in its original design purpose or not is if their revenue percentages are in-line with their expenditure percentages. When the percentages don't line up or if there is an unbalanced expenditure of labor involved, you can suspect that something doesn't meet the smell test. These are some of the things that Industry Planners look at to see if a company is operating according to its publicly advertised purpose.

Considering there may be a distinctive gap between what the company's original design purpose is and what it is currently being focused on, an overwhelming need to reevaluate what is important in your business may be certainly called for. The most important thing a business can do is be truthful to its purpose. Have you created a mission that supports your purpose? Do you have a plan to complete your mission? What are the important components of your mission plan? What activities must you initiate to accomplish each mission component? Your strategy should be to develop an action plan that does the necessary things to produce successful outcomes that will lead to the successful completion of your plan. Are your doable actions being measured after you initiate them? Are your key results successfully completed to achieve your planned objective? Have you analyzed your objectives and key results for successful completion? Can you modify your actionable items to produce better results in the future?

That all sounds like a lot of work, and it is. But if something is important enough to your business, then it should be worth the time and effort to plan, initiate, and review the achievable out-

comes that lead to your company's success. The alternative would be to keep doing the things you have always been doing while not knowing if what you are doing has any real value or is producing any kind of progress toward the fulfillment of your company purpose.

Defining what is important in your business allows you to focus on what needs to be done to create the results you need to move the company forward. In today's face-moving business economy, it pays to focus on what is important in your business so you can achieve maximum results for the minimal investment in time, money, and manpower. Of course, anything that is important in your business needs to be researched, studied, strategized, planned for, included in your action plan, and analyzed for results afterwards.

Allow me to give you an example of a diving company that is dedicated to the purpose it was created for, and everything that is done is done to accomplish their mission. The Dive Industry Association was founded to build a better industry. We felt that the industry was fragmented beyond repair because of its lack of leadership, vision, and unity. It seemed that each shareholder group, and even similar companies within each shareholder group, had their own priorities and agendas. In our opinion, the industry lacked a united vision to work together for growth and sustainability. There was no integrated strategic plan to bring buyers and sellers together, for mutual benefit and growth, on a global scale.

Dive Industry Association's original mandate from Dive Industry Professionals was to build a better industry so that we could be united as an industry and focus on bringing buyers and sellers together for mutual benefit. To overcome industry fragmentation, we began ***Building a Better Industry, One Member at a Time***. Our purpose is to build a better industry. Our mission is to bring buyers and sellers together. We are not in the business of selling memberships. We are in the business of building a better industry. What's important to us is being the marketing bridge that

connects buyers and sellers. So, when we set our annual goals, we don't ask ourselves; How can we get more members? We ask ourselves; How can we create better ways to bring our members more business?

Once you figure out what is important in your business, it's up to your owners, directors, and key executives to decide if the company wants to stay the way they are or make a plan to grow. This may sound strange to some of you, but you would be surprised by how many companies in the diving industry don't actually have a plan to grow. They just keep on doing what they are doing and are satisfied to accept all of the default outcomes, caused by their actions or lack of action. Sometimes it's because their management doesn't know how to run a business, but mostly in a small business scenario, it's because the owner-operator is too busy doing what the business does, that they don't have time to properly manage their own business. Hopefully, this is a gap our trade magazine, [*The Dive Industry Professional*](#), can fill in for them. Our business articles can be very helpful to small business owners in the diving industry, showing them how to be more professional, proficient, and profitable.

Being in business for yourself doesn't mean you have to be in business by yourself!

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 actively on your behalf to bring buyers and sellers together for mutual benefit and growth.

For more information about the Global Diving Business Network, contact Gene Muchanski, Executive Director, Dive Industry Association, 2294 Botanica Circle, West Melbourne, FL 32904. Phone: 321-914-3778. Email: gene@diveindustry.net Web: www.diveindustry.net

DIVE LOCAL



DIVE LOCAL U.S. Dive Stores

by Gene Muchanski, Editor
The Dive Industry Professional

Retail Dive Stores in the United States are significant influencers for at least four of the leading economic indicators that we use to determine the healthiness of the global diving economy. That would be retail sales in dollars, number of openwater certifications, number of traveling divers, and number of employees in the labor force. To not study the retail industry and its economic impact on the global diving economy is foolish indeed.

The [Dive Industry Association](#) and its non-profit educational foundation, The [Dive Industry Foundation](#), created a website to showcase and promote the active Retail Dive Stores in the United States. The website, [DIVE LOCAL](#), created a page for each territory in the U.S. They are North East (NE), Mid Atlantic (MA), South East (SE), Florida (FL), Caribbean (CR), North Central (NC), South Central (SC), North West (NW), South West (SW), and South Pacific (SP).

Each territory page has a listing of Dive Stores in alphabetical order, by state. We include the name of the dive store, its city and state, and their website address (URL). For the past 5 years we have verified all the website addresses in our listings at a rate of one state per week. We also research various other industry sources to see if any new stores have opened for business in the

past year. By updating our listings every week, we can at least say that our listings are current as of the last 12 months. As of this writing, we have 888 dive stores listed in our U.S. Directory. That just means we have been able to identify 888 stores. ***If we haven't identified any others, what makes you think the general public has?***

There are a number of reasons our Foundation took charge of this project. First of all, we wanted to promote the dive stores in the United States that are actively teaching diving, selling dive equipment, taking people diving, and keeping divers actively engaged in our recreation. Secondly, no one else in the industry was conducting primary research and publishing their results. Thirdly, conducting primary and secondary research about the diving industry is a non-revenue generating activity. Someone has to do it. It might as well be a non-profit organization. And lastly, the comprehensive industry research our foundation conducts has lead us to other areas of interest, such as market penetration, market share, and the future economic development of the diving industry.

Our publicly available listing of dive stores may not be perfect, but it does create a baseline of currently active dive stores that can be used to generate business for the stores and generate interest in scuba diving. The general public can use the listed information to find a dive store in their vicinity where they can learn to dive, buy their equipment, go diving, and stay active in our recreation. Our service is free to the industry. We do not charge the dive stores for their listing.

Other Listings: Our DIVE LOCAL website has the beginnings of other listing. On the Florida page we started listing [Florida Dive Boats](#) and [Florida Dive Clubs](#). To complete the listings, we will need to identify, reach, and work with the individual communities. Our long-term objective is to publish complete listings for Dive Stores, Dive Boats, Dive Clubs, and Dive Instructors. We plan to include businesses based in the United States as well as dive businesses across the globe. We

decided to start with Dive Stores in the U.S. to establish the template and then move on to the rest of the Global Diving Business Community.

Other Non-Published Listing: The Dive Industry Association maintains similar listings for other industry sectors like diving equipment manufacturers, training agencies, travel businesses, service providers, apparel manufacturers, shows & events exhibitors, and non-profit organizations. We use these listings exclusively for our membership to bring buyers and sellers together.

Dive Store Listings: With a baseline of 888 dive stores in the U.S. we can begin to measure data that is important to our industry. ***Our first objective is to create a business relationship with every dive store in the U.S. by identify the primary owner or representative at each store.*** With a contact at each store, we can work on three key results to achieve our objective. We will offer each contact a free subscription to our [Weekly News](#) press release service and a free subscription to our trade magazine, [The Dive Industry Professional](#). The third Key Result will be to put a copy of our [Annual Trade Directory](#) in the hands of every store contact. With access to our weekly, monthly, and annual publications, we can safely say that we have penetrated 100% of the *known* retail market segment. Notice I said “known.” Since we are working with a baseline of 888 stores, we have established a starting point for *reaching* the entire retail market. But we are not there, just yet.

Step 1 – Collect Important Data: How can you even pretend to understand an industry that you don’t even know? To understand the makeup of any industry and be aware of its strengths, weaknesses, opportunities, and threats, you have to survey the sectors that make up the industry. Once we collect the pertinent data, we can analyze the content and proceed from that point. ***We can’t study data today that we didn’t collect yesterday.***

Back in 2002, our Association conducted a 2-page industry-wide retail dive store survey. We asked

about the store’s operational structure, what they sold, who they affiliated with in terms of vendors, and what types of activities they sponsored or participated in. We asked about their sales volume, the number of students they certified, and the number of dive trips they conducted. We asked them to identify their top 5 concerns about the diving industry. The data we received was tremendously helpful in understanding the retail sector of the diving industry.

Step 2 – Analyze the Data: The information we received helped Industry Planners create programs and services that helped the retail sector and the industry in general. I want to remind Dive Industry Professionals that collecting data just to understand how the industry works is not what promotes growth and sustainability. The purpose of collecting data is to analyze it so we can come up with strategies that help us create solutions that solve problems, overcome obstacles, and produce results that achieve objectives. Collecting data is all about measuring our current way of doing things, so that we know if we are on track or off the rails. Analyzing the data helps us strategize our actionable items that we take to achieve our objectives.

Step 3 – An Action Plan for the Industry: Working with the Dive Store sector of the Global Diving Business Network is the first and most significant activity we can all get behind. Creating workable solutions for the problems, obstacles, and road blocks we are currently dealing with in the industry’s channels of disruption can move the industry forward to achieve growth and long-term sustainability.

For more information about the Global Diving Business Network, contact Gene Muchanski, Executive Director of the Dive Industry Association, 2294 Botanica Circle, West Melbourne, FL 32904. Phone: 321-914-3778. Email: gene@diveindustry.net Web: www.diveindustry.net Ask about our Dive Industry Marketing & Consulting Services.

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SHOWS & EVENTS

2025 TRADE SHOWS



September 4-6, 2025: Surf Expo. 49th 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



November 11-14, 2025: Dema Show. 49th Annual Industry Trade Show. Orange County Convention Center, Orlando, FL. West Concourse. Phone: 800-687-7469. Web: www.demashow.com

2026 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>



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 - 46th 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: mail@scubashow.com Web: www.scubashow.com

SHOWS & EVENTS



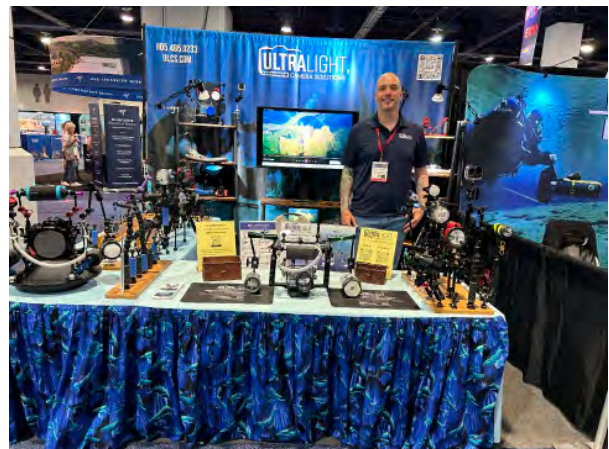
June 6-7, 2026: Scuba Show Atlantic City. 1st Annual Consumer Scuba Show. Atlantic City Convention Center, Atlantic City, NJ. Contact Ross Arnold, Publishing Director. Phone: 816-665-8679. email: mail@scubashow.com Web: www.scubashow.com



September 3-5, 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



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



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.

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

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



MEMBERSHIP RENEWALS



"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

0439 – Rork Media – Media & Dive Shows & Events – www.rorkmedia.com

RENEWING MEMBERS

0013 – Riptide Sales Group – Sales Rep Group – www.RipTideScuba.net

0026 – Beneath The Sea – Shows & Events Producer – www.beneaththesea.us

0047 – Henderson Aquatics – Manufacturer – www.HendersonUSA.com

0048 – Tektite Industries, Inc. – Manufacturer – www.tek-tite.com

0079 – The Florida Keys and Key West – Convention & Visitors Bureau – www.fl-keys.com/diving

0089 – ScubaDoRag – Manufacturer, Apparel – www.ScubaDoRag.com

0169 – St Croix Ultimate Bluewater Adventures – Dive Store & Operator – www.stcroixscuba.com

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

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

0356 – Saint Lucia Tourism Authority – Travel, Tourism Bureau – www.stlucia.org

0362 – Mayan Princess Beach Resort – Travel, Dive Resort – www.MayanPrincess.com

0368 – Captain Don's Habitat – Travel, Dive Resort & Dive Operator – www.HabitatBonaire.com

0374 – XINSURANCE – Service Provider, Insurance – www.xinsurance.com

0380 – Eugene Skin Divers Supply Inc – Retail Dive Store – www.eugenekindivers.com

0394 – SeaCure Custom Mouthpiece - Manufacturer – www.seacuremouthpiece.com

0395 – Go Deep Scuba – Travel, Tour Operator – www.GoDeepScuba.com

0425 – Sharkbanz – Manufacturer – www.sharkbanz.com

MEMBERSHIP. BENEFITS. YOU.

BECOME A DAN MEMBER TODAY.

JOIN NOW





"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



The logo is a dark blue oval with a yellow border. Inside, the words "DIVE INDUSTRY" are in a large, white, serif font, and "FOUNDATION" is in a smaller, white, serif font below it.

DIVE INDUSTRY FOUNDATION

PROMOTING ECONOMIC DEVELOPMENT IN WATERSPORTS

The background is a photograph of a concrete pier extending from a sandy beach into the ocean. The pier is lined with yellow buoys and has a red life ring hanging from a post. Palm trees are visible on both sides of the pier, and the ocean is a clear blue. The sky is light blue with some clouds.

Dive Industry Foundation
501 (c)(3) Non-Profit, Tax Exempt
Charitable, Educational Organization
www.diveindustry.org