

THE DIVE INDUSTRY PROFESSIONAL

August 1, 2025 - Vol 25, Issue 8



EDITOR'S GREETING

Welcome to the August 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, ***Be The Center of Your Universe***. Wise business owners build their businesses from the inside and plan strategically outward. The best advice we can give Dive Industry Professionals is to know the purpose your business was originally designed for and plan your mission accordingly. Too many businesses lose track of their purpose and become susceptible to the influences of the market. You have to understand the market and be in control of how your company navigates in it.

Our DIVE LOCAL article focuses on ***U.S. Dive Boats***. We know how important dive boats are to the global diving community. They are one of the four most important stakeholder groups because they keep people active in our recreation. But as important as they are, this stakeholder group gets very little attention and support from the industry.

Our Industry Series looks at ***Dive Industry Foundation's Business Resource Library***. The Dive Industry Foundation is a 501(c)(3) non-profit, tax exempt, charitable organization. It's mission is *Promoting Economic Development in Watersports* and to do that it has to conduct a fair amount of research. Much of the historical data about the diving industry is not found on the internet or in public educational libraries. Hence a need to collect and maintain our own diving industry data bank and business reference library. As a Dive Industry Professional you can help us build and maintain that library.

Our ***Shows & Events*** column gives you details about trade and consumer shows & events for 2025 and 2026, featuring an additional Scuba Show next year in Atlantic City, NJ

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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Trade Publication

The Dive Industry Professional
EDITOR: Gene Muchanski

Monthly Publication of
Dive Industry Association, Inc.
2294 Botanica Circle
West Melbourne, FL 32904
Phone: 321-914-3778
eMail: gene@diveindustry.net
Web: www.diveindustry.net

Quick Links

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www.diveindustry.org
www.divelocal.org





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EDITORIAL



Be The Center of Your Universe

by Gene Muchanski, Editor
The Dive Industry Professional

I used to say, “It’s your world, I just live in it.” Not anymore. After being a student of the recreational diving industry for fifty years, I’ve come to believe that there are two parts of the industry that every Dive Industry Professional needs to understand, so they could properly make plans to strategically conduct their business as it benefits them the most.

Number One: *The Global Diving Community is what it is.* We study it. We understand how it works. We know who the players are. Big, small, and wannabe. We know who has been, is now, and may in the future be successful. And we have a pretty good understanding as to the reasons why. It may be “their world” but it’s our sandbox. The same sandbox we all play in. To beat the odds, and remain competitively significant, we developed a strong Global Diving Business Network to help us gain and retain significant market penetration, which leads to sizable market share and a strong competitive edge. It’s like traveling the Atlantic in a convoy instead of a solo crossing. The larger our network grows, the more business we bring to each other. There is safety and growth in numbers.

As students of the industry, we understand the annual seasonal flow of goods and services through the industry’s channels of distribution, and what economic criteria are responsible for its ebb and flow. We have studied and analyzed variances in global seasonality curves. We are aware of the significant events that shape the focus and priority of industry economic development activities. And mostly, we understand how this industry world-view affects us.

Number Two: *You Got To Know Yourself:* Every boat is responsible for its own crossing. A good ship has a Captain who knows the way and a crew that is all rowing in the same direction. Each vessel (business) should have a purpose, a mission, a plan, and a strategy. Everyone on-board should support their mission with 100% company-wide enthusiasm. They have to believe in themselves and that, together as a team, will lead their company to a successful and sustainable future.

A wise business owner builds their business from the inside and plans strategically outward. Start by establishing your purpose for being in business. What are you trying to achieve? Create a mission that can be completed by well-designed goals and objectives. Employ actionable items that are known for producing results. Learn to measure your actionable items and their results. Always employ the right people to work with you. Build your own universe and always try to be the center of that universe.

As a Dive Industry Professional, you must realize that your company is not the only company in the industry. If you are a scuba retailer in the United States, there are 900 other dive stores in the market with you. Manufacturers know what it is like to call on the same small group of qualified retail buyers, within a short, pre-selected time frame. And Dive Resorts have their own challenges, differentiating themselves from a thousand other competitors in the dive and adventure travel industry. But the wise seek counsel and we are glad you are here.

To become a great company in the diving industry, you need more than to have a good product made by a good company. After you become the center of your own universe, remind yourself that you are still only half the way there. You'll never make it out of your inner circle of influence if you continue to beat your chest and shout, we are the best, we are the best! You have to look outward and convince potential buyers that you are better than your competitors. You have to give them a reason to believe in and buy from you. You have to get *them* to beat their chest and shout that *you* are the best!

Selling to the market is what the art and science of marketing are all about. Your Marketing Team needs to understand the market. The market is made up of buyers and sellers. It's also made up of places where business is transacted. They are called marketplaces. You have to know who the buyers are and who the other sellers are in these markets. There are many roads (channels of distribution) to many markets, carrying an abundance of marketing vehicles, usually with similar, if not the same, marketing messages. Your job is to recognize the best marketing routes that lead to the most productive markets. A major mistake made by many vendors in our industry is that they default to using the most commonly trafficked roads to an exhausted, declining, and unproductive market.

As a Trade Association, our mission is to bring Buyers & Sellers together. We spend a lot of our resources (time, money, manpower) building a unified Global Diving Business Network. One of our primary research programs is to identify potential buyers of diving equipment, training, travel, and lifestyle products. Understanding consumer behavior is more than just knowing about the demographics, geographics, gender-graphics, and psychographics of potential buyers. ***It's about finding fresh, new markets and building new bridges, roads, and channels of distribution that connect Buyers with Sellers.***

Becoming the center of your universe doesn't

end inside the confines of your business. It extends into the market where you develop alliances and partnerships with your vendors, business associates, and customers. It's analyzing the way your internal operations and corporate culture function in the industry. Are the established marketing channels of distribution working for you? Are the predominant seasonality curves in line with your buying and selling activities? Are the current industry shows and events bringing you a satisfactory return on investment? Does their annual and geographical scheduling still work for you?

Being the center of your universe is about being in control of the industry variables that you can control and working productively with the elements you have no control over. It's also about changing or fine tuning how you do things inside your company walls and outside in the marketplace. ***It's knowing how to work in and around the industry at maximum performance.***

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 the benefit and growth of the Global Diving Community. Download a [Member-ship Application](#) today.

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

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DIVE LOCAL



DIVE LOCAL

U.S. Dive Boats

by Gene Muchanski, Editor
The Dive Industry Professional

Dive Boat Operators are one of the four pillars of local diving communities. The four pillars of every local diving community are the dive stores, dive boats, dive clubs, and dive instructors. These four industry stakeholder groups are the ones responsible for building a local diving community, growing it, and maintaining it. These full-time and part-time Dive Industry Professionals teach people how to dive, sell and service diving equipment, take people diving, and keep them active in our recreation. Dive boat operators keep divers active.

Although dive boats are an important segment of the recreational diving industry, we don't feel that the industry has spent a sufficient amount of time or talent developing and managing this important and often ignored, stakeholder group. The Dive Industry Association and the Dive Industry Foundation are committing our resources of time, money, and manpower to research, organize, and manage this important industry group. We are not saying that the global diving industry has done nothing for dive boat operators during the past 60 years. We are just saying that the industry has not done enough. Especially in recent years.

Acknowledgement: *The first thing we want to do is acknowledge the importance of boat diving and dive boat operators.* This sector of the recreational diving industry is an important industry segment and should be considered its own stakeholder group. While we are willing to provide industry research and our organizational talents and administrative expertise, the information collected, and the data that we analyze must come from active dive boat operators, who actively work in and operate dive boat operations. The subjects that are important to this industry sector should be the focus of this stakeholder group.

Geographical Differences: Using the DIVE LOCAL concept that we created for organizing the Global Diving Business Network, we understand that boat diving operations vary tremendously, depending on their geographical location. Hence, the necessity of segmenting the global territories into continents, countries, islands, territories, and states is absolutely necessary.

Boat Diving Categories: When we look at boat diving across the globe, we need to point out the specific categories we are focusing on. We are looking into boat diving as a personal recreational activity and as commercial diving operations that are set up as a business. Another differentiation should be day boat operations versus multi-day trips. The size of the dive boats is important to consider, as is the different licenses and training that are required, such as a 6-pack license versus a 100-ton Captain's License. With the help of a handful of advisors that make up our all-volunteer Board of Advisors, I am confident we can build a good foundation for this stakeholder group.

We also want to differentiate independent dive operators from resort owned dive operations. We believe there is a significant operational difference between the two. We want to put Liveaboard Dive Boats in a special category of its own so that we can research and manage the difference between a day boat operation with that

DIVE LOCAL

of a multi-day charter.

Historical Dive Boat References: There are a number of dive media references we have available in our Diving Industry Business Reference Library that we use, to see what the global diving industry has done in the past for the dive operator's stakeholder group. One of the best media resources for dive boats and dive operators was [Florida Scuba News](#). In the 1990's, the magazine listed their annual Florida Dive Operator Directory in every January issue. According to our research, Florida Scuba News, and then Scuba News published 12 issues per year in 26 annual volumes from 1984 – 2009. Our non-profit diving business research library has a total of 38 issues and is looking to complete its collection.

Eastern Dive Boat Association: The [Eastern Dive Boat Association](#) was founded in the Bronx, New York in 1975. According to its association brochure, its mission statement is: *"The Eastern Dive Boat Association is an organization of dive boat owners, operators and members dedicated to providing cooperation among all dive boats, while promoting education, recreation, self-reliance, and responsibility in SCUBA diving. Paramount to the accomplishment of its mission is the concurrent obligation to promote the conservation of the oceans, and assist in uncovering and preserving Earth's history found in the world beneath its waters."* In a recent phone call to the association, its President stated they are still active as an association, although their membership is slowly declining and their website may not be as current as it should be.

Dive Boat Trade Associations: There are two trade associations that were instrumental in working with dive operators. They were KADO – Keys Association of Dive Operators, Inc (1982) and FADO - Florida Association of Dive Operators, Inc (1993-2005). We are hoping to interview a few of the pioneers who were active in those associations and record their accomplishments to our industry and learn from them for future use.



Florida Dive Boat Listing: Based on the success we had with our U.S. Dive Store Directory on our DIVE LOCAL website, we started listing [Florida Dive Boats](#) on its Florida page. As we did with the dive stores, we began by listing known dive boats in Florida. Unfortunately, not all dive boats are registered businesses and many of them do not have a current website or active mailing address. We will continue our research of the dive boats that are active in the local diving community and list them by business names, city, state, and website address. If one of our listings does not have a website url, we will delete it from our directory. Our recommendation to dive stores that own and operate a dive boat, would be to create a separate web page for their boat and use the page url to advertise their boat charter service to their customers.

U.S. Boat Diving Directory: Once we complete our Florida Boat Diving Directory, we will expand our directory to include all the dive boats for charter in the United States. After that, we go worldwide. Our listings are free to Dive Boat Operators. ***It's our way of bringing more business to the Global Diving Business Network and grow the recreational diving industry.***

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

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DIVE INDUSTRY



Promoting Economic Development in Watersports

Dive Industry Foundation

Dive Business Research Library

by Gene Muchanski, Editor
The Dive Industry Professional

The [Dive Industry Foundation](#) is a non-profit, 501(c)(3) Tax Exempt, educational & charitable organization. Founded in 2004, Dive Industry Foundation is the diving industry's educational and research institute. The Foundation conducts primary and secondary research to understand, analyze, and improve the economic development of the Global Diving Industry. Primary research is original research that you conduct when no other data that you need is available. There are many ways to conduct primary research, but it is still time consuming, labor intensive, and expensive. Secondary research is studying, compiling, and analyzing research that has already been conducted and published. Good sources of secondary research can be found in public and private libraries, private company files, data centers that specialize in research data, and of course, the internet.

Types of Diving Research: To benefit the global diving community, there is a need to collect, analyze, publish, and store different types of research. Some of the data that individuals in the diving community have already conducted needs to be located, classified, stored, and made available to all Dive Industry Professionals. We can start with historical data, that includes the achievements, times, dates, places, and people that made a contribution and a difference to our

recreation. It is important to establish a timeline for the beginning, growth, and direction of the global diving industry. If you agree with me that the focus of the global diving industry is to make people aware of scuba diving and diving related activities, teach them how to dive, make sure they are outfitted with the proper equipment to dive safely, take them diving, and keep them active in a lifetime recreation, then you must agree with me that we need to collect the necessary data that helps us understand the progress we have made up to this point in time.

In order to create and maintain a Global Diving Community of recreational divers, it was necessary to create a Global Diving Business Network that produced and sold diving equipment, dive training, dive travel opportunities, and diving lifestyle products and services. Conducting research and applying the data to the programs, products, and services that Dive Industry Professionals specialize in, will advance our global diving industry like never before.

Building a Business Research Library: For those of you who might be thinking right now that the idea of a business library for the diving industry, in this day and age, is the most antiquated and archaic idea imaginable, consider these present-day challenges and threats. Most of our history as a recreation and as an industry is documented in books, magazines, catalogs, and academic studies. I believe that much, not all, of those originals documents are still in good enough shape to be preserved and maintained in an industry business library. Because we are a small niche industry, I am confident that few, if any of our diving publications have made their way to the public libraries, in the form of "Friends of the Library" type donations.

Much of the information contained in books, magazines, and academic studies from the past have not been digitized into a modern data format and stored for quick and easy access. So much of our recreational diving history and business files from the pre-computer days have

DIVE INDUSTRY

not been digitized and brought into the current century. It's as if our diving business history before 1980 didn't exist. I became a scuba diving instructor in 1974 with two major certification agencies, and I have always kept excellent records of my work. Much of what I did in business has been digitized and formatted in modern technology for current use. I can't tell you how many times my vendors have called me asking for past data on my students or clients. They never took the time to bring their records into the digital age with them.

Another argument made by many is that the internet has all the information we need. You probably believe that because you heard it online! But the fact of the matter is that we are now longer in the information age. As a society we have been overloaded with information, and much of what we see on the internet is misinformation, disinformation, false information, incorrect conclusions, and old or inaccurate data. As a Trade Association and an Industry Research Institute, we have the responsibility of publishing accurate and current information about the diving industry and making sure that content information is verified and updated on a regular basis.

The recreational diving industry is only about 80 years old. In that time, diving equipment has been manufactured and sold to. Some of the original companies are still in production. Do you know who? Does the industry have access to their original catalogs? The most heartbreaking story I have to tell is when I witnessed a major dive equipment manufacturer throw out much of their history when they moved from their original location in the mid 1990's. I knew that would happen to my "precious" diving memorabilia when I passed. My heirs would throw all my stuff in a dumpster. ***We can't let our industry's history be thrown into a dumpster.***

The preservation of our industry history does not mean we have to store all the original books, magazines, and publications in a brick and motor building. We have to find a way to digitize and

store the original materials that are important to us. But we do have to organize the effort so that a thousand diving enthusiasts are not doing the same thing, with the same materials, at the same time. That would be a waste of time and a duplication of effort.

Diving Equipment Museums: Preserving our history of diving equipment is a whole different specialty and financial commitment. There are a few diving equipment museums in the United States and abroad. If you ever attended some of the regional dive shows in the U.S. you may have seen exhibitors like Nick Icorn or the Historical Diving Society displaying their collection of antique diving equipment. These displays of historical pieces of diving equipment are a pleasure to look at and for some, trigger fond memories of the good old days of diving. I can't tell you how many non-diving spouses I've heard saying, "don't even think about it" to their loved ones. It is for them and those of us who think that we need to preserve our industry history, that we pledge to identify and promote diving equipment museums that collect and maintain diving equipment for public display and research.

Diving Magazine Library: The Dive Industry Foundation is building a [Recreational Diving Library](#). We currently have Books, Magazines, and Diving Equipment Catalogs in our collection, but diving magazines are the current focus. The long-term goal is to create a physical location for this collection, so the global diving community will have access to our industry history.

Donations may be made to Dive Industry Foundation, a 501(c)(3) non-profit, tax exempt educational, charitable organization. For more information contact Gene Muchanski, Executive Director of Dive Industry Foundation, 2294 Botanica Circle, West Melbourne, FL 32904. Phone: 321-914-3778. Email: gene@diveindustry.org Web: www.diveindustry.org

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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

0440 – Dive Educators, Inc – Retail Dive Store – www.diveeducators.com

0441 – Spirit Liveaboards – Travel, Liveaboards – www.spiritliveaboards.com

RENEWING MEMBERS

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

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

0061 – Travel Resource Solutions, Inc – Travel, Service Provider – www.trsres.com

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

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

0222 – Cane Bay Dive Shop, Inc – Dive Operator – www.canebayscuba.com

0283 – Buddy Dive Resort Bonaire – Travel, Resort & Dive Operator – www.buddydive.com

0350 – All West Apartments – Travel, Resort & Dive Operator – www.gowestdiving.com

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

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

0410 – OCG Creative, LLC – Service Provider, Websites – www.ocgcreative.com

0433 – Manta Ray Bay Hotel & Yap Divers – Dive Resort, Dive Operator – www.mantaray.com

0435 – Koro Sun Resort and Rainforest Spa – Travel, Resort – www.korosunresort.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





DIVE INDUSTRY FOUNDATION

PROMOTING ECONOMIC DEVELOPMENT IN WATERSPORTS

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