



Introduction

How big is your ego and are you losing out because of it? The word “ego” is a very small word that can have very bad consequences. How could that be possible? It’s unfortunately far too easy. Think back when you first became a SCUBA instructor. You really worked hard to gain that coveted title. Yesterday you were just a SCUBA diver and now you are a SCUBA god/goddess. You have the classic disease “New Instructor Syndrome”. Nothing is wrong with that, but some folks never get cured of it.

Press Release

Over the years, I have seen this disease more often than I care about. These SCUBA gods/goddesses sometimes carry this disease with them all the way to bankruptcy. What is the cure? You must swallow your pride and listen to your peers in the industry. Especially to those that have been there and done that, like the staff of Scuba Educators International. I can guarantee that there are professionals out there that can offer guidance on solving most issues. I have run across dive shop operators and independent instructors that are so full of themselves, they won’t listen to anything anyone has to offer. Many times, you will notice that they are so full of ego that they don’t even recognize they have an issue until it’s too late.

The world of SCUBA is very small and is chocked full of experts in their own mind. I can remember a dive operation in Michigan that the owner told a caller, inquiring about a class, that he was the most knowledgeable and best diving instructor in the world, and he believed that nonsense. I don’t know if that student signed up for his class, but I can guarantee that many that had similar conversations did not. The dive shop no longer exists. I did not offer any advice because I knew it would be a total waste of time.

I have been to other shops where the owner/manager was open and receptive to any helpful criticism that was offered. One shop, in the Chicago area, completely turned his business around and is very successful today. Another shop in the Key Largo area came seeking advice, no SCUBA god here, he was just getting started and came to me for advice. He has a very successful charter and dive shop operation to this day.

Scuba Educators International has so much real-world experience on staff that there is no shop out there that can’t benefit from this knowledge and experience. Scuba Educators

International also knows that there is no shop out there that they can't learn something from them to pass onto other members. The Marketing Dept at Scuba Educators International makes available free articles and silent salesman, like posters and rack cards, as free download from the website on real world dive shop issues and solutions. This is at no cost to the membership. They also make themselves available to each member for telephone/Virtual calls to provide advice on any training or retail issues a member may be concerned about.

Scuba Educators International does this as a free service for the membership in order to assist them to grow in the industry. If our shops and Independents are strong and busy it is better for the success of the business, Scuba Educators International and the entire SCUBA Industry.

Scuba Educators International asks you to dump the ego and simply ask for help. The help will be given freely to anyone asking for it. We would like to invite everyone attending DEMA to stop by booth 833 and introduce yourself and talk SCUBA. We speak it fluently.



Kenny Wheeler
Director of Marketing and Sales
Scuba Educators International
www.scubaeducators.org
Kwheeler@scubaeducators.org
+1 (765) 281-0600 Ext. 1005