THE DIVE INDUSTRY PROFESSIONAL

March 1, 2026 - Vol 26, Issue 3



EDITOR'S GREETING

Welcome to the March 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.

In this month's issue we begin with our editorial, ***Time For Spring Cleaning.*** There is a process to *The Art of Moving Forward*. First, you have to know where you are. Conducting a through spring cleaning is a great way to begin. But don't think for a moment this article is about vacuuming and mopping. It's about conducting a comprehensive assessment of your business. Springtime is the right time to get rid of the cobwebs in your business and get ready for the next dive season.

Our Marketing Series begins with ***The Value of Marketing.*** The business of diving is probably the most misunderstood concept in the global diving community. It is also the part of our industry that receives the least amount of attention and professional development coverage. Running a successful business in the diving industry is difficult, but with the proper business tools and technologies, and the right attitude, we can truly ***Build a Better Industry***.

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

Trade Publication
The Dive Industry Professional
EDITOR: Gene Muchanski

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EDITORIAL



Time For Spring Cleaning

by Gene Muchanski, Editor
The Dive Industry Professional

March 20th is the first day of spring so an editorial that pontificates the virtues of spring cleaning may seem appropriate, but the diving industry deserves better than that. Let's take the practice of annual spring cleaning to the next level. By doing a deep-dive on the topic of spring-cleaning, we can show you the rationality for conducting a thorough examination of your operating procedures and the multiple benefits that will result from it.

Spring Cleaning is more than an annual cleaning ritual. It is the signaling of a new beginning – a fresh start. Growing up in Connecticut, my family would make a weekend out of cleaning our house from top to bottom during the first weekend of Spring, after a long, hard, New England Winter. We would work from room to room, moving all the furniture, vacuuming the carpets, scrubbing the floors, opening the windows, and airing out the house. After we finished with the house (a three-story Cape Cod), we proceeded to groom the outside of the house and the detached garage. We didn't do this massive cleaning because the house was particularly dirty. My Mother kept an immaculately clean house all year round, but we did it as an annual rite of passage. Winter was over and we were entering into a new beginning now that spring was upon us. ***With Spring cleaning out of the way, we were all psychologically prepared to enter the new season and conquer any and all of the challenges we could possibly face.***

My memories of spring-cleaning as a child have stayed with me my entire life. As an educated adult, I can modify my spring-cleaning activities to signal the beginning of a new day, a new week, a new month, a new season, or a new year. I use it in my personal life, in my business life, and in the diving industry as a Business Planner & Consultant. It's my way of starting anew, starting fresh, and starting unburdened. Maybe I do have a touch of OCD or maybe I have just taken the advice of Marie Kondo, Tidying Up With Marie Kondo, a little too seriously, but I do take great pleasure in staying lean and getting rid of as much baggage as I can before starting a new adventure. It Sparks Joy!

Spring-Cleaning in the Diving Industry: Your business will run better if you keep it lean. So will your career in the diving industry. At the beginning of a new period (you choose the period), there are a few ways to make your business ready for the new period ahead of you. First of all, your operating space needs to be clean and fresh. This is especially challenging for manufacturing companies and retail stores, but it needs to be done anyway. The second area of concern is the business and marketing tools you use to run your business. Take an inventory of your business machines and software programs you use to conduct your business. Are they all functioning properly and efficiently? Are your software programs all current? Most companies have a logbook of their current business machines and software programs. Each one is assigned a number and a specified location. The third area we look at is our files. Make sure all your computer files and paper files are in proper order and in the location they are supposed to be in.

Conduct an Audit by Department: The best way to ensure that your company has the right tools to carry out the company's mission is to conduct a company-wide audit, by department. Each Department Head should have a copy of the company's Standard Operating Procedures Manual that addresses their department. It should list all of the business tools, technologies, and supplies they need to complete their part of the company mission. The beginning of the season is a good time to make sure that each department has what they need to conduct business.

Conduct a Trial Assessment: On an annual basis, you should conduct a trial assessment of how your business operates. We will be covering this topic in greater detail all year long, but for now, ***let's look at your business as a customer conversion machine.*** If you are a dive retailer, think of the process you have set up that takes a first-time visitor to your store, from inquiring about scuba lessons to becoming a certified diver. What steps do you take them through from telling them about your course, signing them up for lessons, counseling them on equipment purchases, teaching them how to dive, certifying them during their open water experience, and then following through with keeping them active in your local diving community. ***That is called a customer conversion process, and it is strategically designed to turn a prospect into a repeat customer.*** If you have customer conversion processes set up, now is the time to see that they are actually functioning in the matter they were designed to.

Creating an Exit Strategy: Every business should have an exit strategy. Your career as a Dive Industry Professional should also have an exit strategy. It doesn't matter if you are planning on ever selling your business, passing it on to a family member, or closing it down. Every business should operate under the assumption that one day it will be sold or change ownership. To prepare Entrepreneurs for that day, we recommend creating a written exit strategy playbook. ***Spring cleaning is the first step in conducting an exit strategy.*** Your assessment will point out your business' strengths, weaknesses, opportunities, and threats. It will spell out how much your business is worth and what remains to be done to make it as operationally efficient as possible. Make spring cleaning an annual ritual. It will make running lean easier on a daily basis.

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



Marketing Series:
The Value of Marketing

by Gene Muchanski, Editor
The Dive Industry Professional

When we survey Dive Industry Professionals in the Global Diving Business Network about their five most important business needs, something to do with marketing almost always comes up as one of their top needs. As a degreed marketing professional, I understand the reasons why. ***The business of diving is probably the most misunderstood concept in the global diving community.*** Marketing plays a large role in running a successful business in the world of diving. For those of us who work in the business of diving, the concept, value, and mechanics of marketing has to be studied, understood, applied, and mastered in order to bring our businesses and the industry to its next level of growth, success, and sustainability.

Diving is an Activity: Diving is a popular global activity. As an industry, we've come a long way from the early days of SCUBA (Self Contained Underwater Breathing Apparatus) Diving. There are many different types of diving and diving related activities, such as swimming, snorkeling, freediving, spearfishing, scuba diving, rebreather diving, technical diving, and surface supplied diving. These are the people who make up the Global Diving Community. Divers use different pieces of equipment and undergo different types of training for different types of diving: sport, recreational, educational, medical, scientific, military, commercial, and public safety. These are the components of the Global Diving Industry.

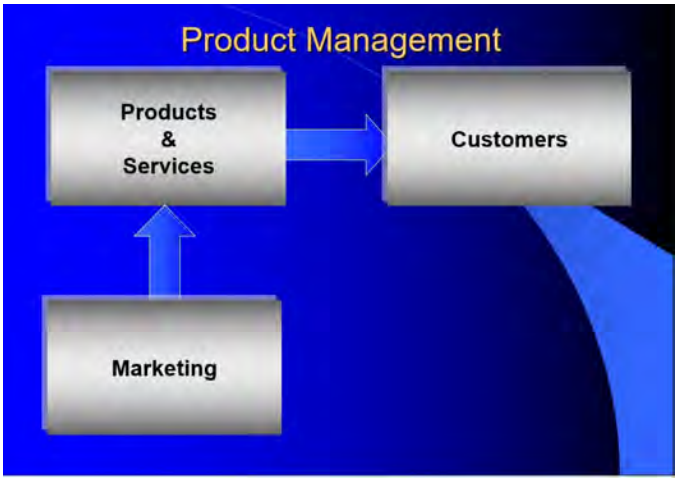
The Business of Diving: Diving is an equipment-intensive activity. It is also an activity that requires training and certification prior to commencement. There are a number of businesses in various industries that specialize in producing, distributing, and selling the programs, products, and services divers need to participate in diving activities. They are produced by businesses in the Global Diving Business Network.

The Diving Industry: The diving industry brings buyers and sellers of diving equipment, training, travel, and lifestyle products together by creating marketplaces that facilitate the flow of goods and services from producer to consumer.

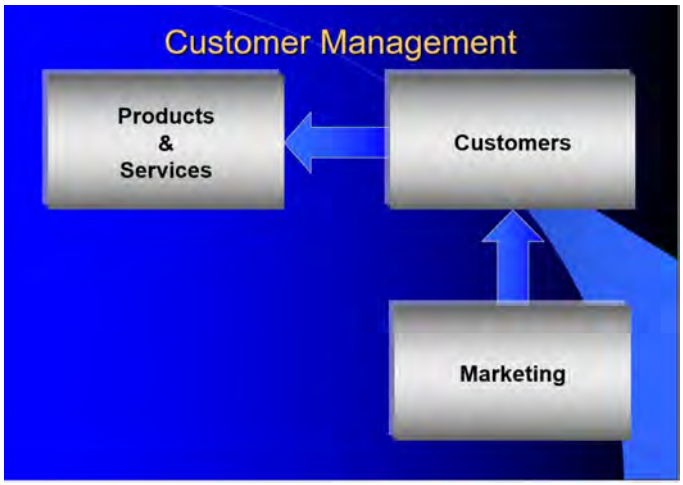
The Market: The market for diving programs, products and services consists of buyers, sellers, the items to be sold, and the place where the exchange takes place. So marketing is everything we do to make the transaction from seller to buyer possible. ***From a Product Management perspective, I like to think of marketing as the process that moves products from conception to consumption.***

The Science & Art of Marketing: When I work with clients on their marketing issues, I prefer to simplify the process by dealing with marketing related issues in a simple three-step process that addresses three components of marketing. The components are Product – Customer – Marketing. The three steps for these components are Product Management, Customer Management,

and Marketing Management.



Product Management: Product Management delas with programs, products, and services, so let's refer to them all as products. Product marketing deals with the life cycle of a product from conception to consumption. Product Management has a very important role in the supply chain. The three components are Product – Customer – Marketing. The marketing focus is to create products that customers need, want, and can afford. We start with the final outcome in mind (a customer conversion) by building products for specific customer needs. The ultimate customer conversion is a purchase. By building the correct products, our customer conversion process time should be reduced.



Customer Management: Consumer Research is an important part of the marketing job. Marketers spend a great deal of time building customer personas. We recommend the use of CRMs in every marketing department. Customer Relationship Management software will assist you in defining your ideal customer persona and track your customers' journey through their conversion process. The three components are Product – Customer – Marketing. The difference with customer management is that our focus is on the customer throughout their customer purchase path and lifestyle loop. Customer centricity is a popular 21st century paradigm.

Marketing Management: Marketing plays a key role in the creation of products that have a high potential for sales success. They are also responsible for identifying potential customers for their products. These are marketing responsibilities, internally within the company. When it comes to external marketing responsibilities, marketing creates messages about the product and selects various marketing vehicles to deliver the messages to select customer personas. Basically, marketing's job is to bring buyers and sellers together to facilitate a match between a customer and a product. Marketing's job is to connect people with products.

Marketing as a Bridge Between Buyer and Seller: I like to think of external marketing efforts as a bridge that connects buyers with sellers. The consumer conversion pathway on that bridge is the roadway that marketing vehicles travel on, carrying their marketing messages about the products their company sells. Depending on how well marketing has done their job identifying prospective consumer personas, a successful conversion may not take place on the first bridge crossing.

Marketing's Call To Action: When the Science of Marketing was first conceived, Marketers were responsible for creating and carrying marketing messages to prospective consumers, thereby paving the way for future sales. In today's digital economy, there is no reason why Marketing should be restricted to only paving the way for sales. With our understanding of the Consumer Purchasing Journey and the effectiveness of

MARKETING

Customer Relationship Management software, Professional Marketers should be able to shorten the Buyer's Journey with an effective inbound marketing campaign and be able to achieve successful customer conversion outcomes. ***This is where marketing as a science becomes marketing as an art.***

Marketing Strategy: If you are still conducting your sales and marketing like you did in the 20th Century, it's time to stop and reboot. If you are looking for the next, new shiny object or silver bullet to increase your sales – STOP LOOKING. If you are thinking about doing what you think everyone else is doing – STOP. Everyone is not doing it, and those who are, are not getting anywhere. It's time for 21st century tools and technologies that will help you master the art and science of 21st century consumer behavior. ***It's about putting a 21st century GPS marketing device on the outcome you want to achieve and launching 21st century marketing tool to hit your target.***



Keep Your Marketing Simple:

We are in the business of bringing buyers & sellers together. Marketing is about connecting people with products. Good marketing is about making integrated strategy look simple. Great marketing is about using modern marketing tools and technologies to make your job easier and more productive.

# # #




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30 SPF
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TIPS TO MAKE IT WORK BETTER FOR YOU
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www.stream2sea.com

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

Buddy Dive Resort
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Kralendijk, Bonaire
www.buddydive.com
International: +599 717 5080 / +599 789 5080
Toll-Free US/Canada: 1-866- GO-BUDDY

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SPIRIT
LIVEABOARDS
THE NEWEST
DIVE EXPERIENCE
IN THE MALDIVES
DIVE INTO THE ADVENTURE
OF A LIFETIME
Secluded dive locations for crowd-free experience itineraries available
Brand new vessel
Modern design with spacious cabins
Panoramic lounges
Onboard chef and gourmet dining
Culture and educational experiences
Nitrox included
Starlink available
Local island visits on some itineraries
7 nights from $2695*
WOW!!
GROUP SPECIAL
6 FREE with 20 Paid:
YOUR OWN BOAT!
Also 2 Free with 10pd
+17023593519
reservations@spiritliveaboards.com
www.spiritliveaboards.com
*Pricing is per person USD$ based on double occupancy. Package is valid for travel beginning Feb 22, 2025 through Feb 2027. Non-divers will receive a $100 usd voucher to spend on board. May not be combined with any other specials. Pricing is subject to change and other restrictions may apply. ++ internet at an additional cost.

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

SURF EXPO EST. 1976 50 YEARS
JANUARY 7-9, 2026
ORANGE COUNTY CONVENTION CENTER
WEST CONCOURSE
ORLANDO, FL

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

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

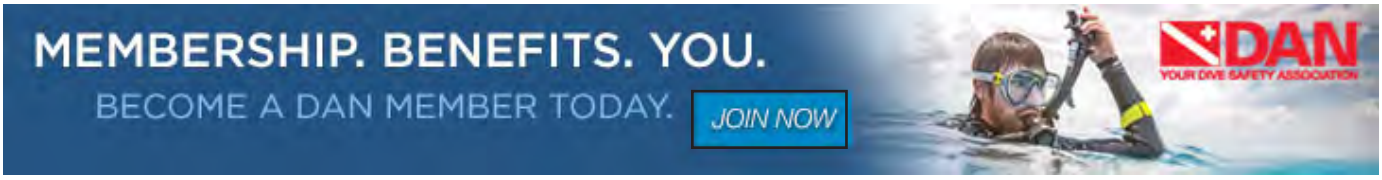
0394 – SeaCure Custom Mouthpiece – Manufacturer – www.seacuremouthpiece.com

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

0434 – MGW Productions – Video Production – www.mgwpro.com




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