

THE DIVE INDUSTRY PROFESSIONAL

July 1, 2025 - Vol 25, Issue 7



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Being Results Oriented

NON-PROFITS
Dive Industry Foundation

SHOWS & EVENTS

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EDITOR'S GREETING

Welcome to the July 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, ***Being Results Oriented***. Welcome to the New World of Work. Things are different in the 21st Century. Especially after the Covid pandemic. We don't live in the fantasy world of reaches, likes, and clicks anymore. Employers expect results. If you want to make it in the diving industry as a diving professional, you will need to learn how to convert actionable items into achievements. Gone are the days when producers would give you free stuff because you tell your friends about them. Now you have to get your friends to make a purchase because of your influence.

Our Non-Profit Series looks at ***Dive Industry Foundation***. Twenty-one years ago, we founded a 501(c)(3) non-profit organization. The Foundation was tasked with researching the diving industry and putting together a strategic plan to organize the global diving industry into a functioning, united and integrated Global Diving Business Network that would grow and maintain the global diving community. We talk about the Foundations humble beginnings, its organizational project (DIVE LOCAL), and its plans for the future.

Our ***Shows & Events*** column gives you the 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

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Quick Links

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





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EDITORIAL



Being Results Oriented

by Gene Muchanski, Editor
The Dive Industry Professional

Welcome to the New World of Work. 21st Century businesses are not looking for employees based on what they know or what they can do anymore. They want team members who get things done. They want team members who focus on results. The best way to consistently achieve your company's planned objectives is to be results oriented. Are you? ***In today's fast-paced business environment, it's all about actionable inputs that achieve productive outcomes.*** It's exponentially more than, *What have you done for me lately?* As an employer I want to know what you are going to do (actionable items) to achieve our planned business objectives, and how long it will take you. You'll need to be able to measure your actionable items and the key results they produce. Your company needs to know in advance how you are going to achieve your planned objectives and when you expect them to be completed.

We don't live in a fantasy world of reaches, likes, and clicks anymore. ***Our professional net worth and career longevity is now based on our ability to convert actions into achievements.*** It's all about conversions and successful final outcomes. Now, I have to stop here and remind our Dive

Industry Professionals that achieving successful outcomes in support of company goals and objectives is the responsibility of everyone in the company. As a unified team of Dive Industry Professionals, we have to agree on what is important to our business. We have to prioritize our goals and objectives and allocate adequate company resources of time, money, and manpower to do the things necessary to achieve them. We have to know how we are going to achieve our objectives and have an action plan to implement our actionable items. It's important to be able to measure our results so that we know when our planned objectives have been effectively achieved. None of this is remotely possible unless we hire the right people who know how to focus on results and know how to get the job done.

Hiring the right people to manage your company is important, but management can only go so far if they don't have a solid vision or mission statement that guides them. I was speaking with a training agency executive about his lack of competitive market penetration in the dive store and dive resort sectors of the global diving business network. I was trying to convince him how important market penetration is in gaining acceptance for his brand, capturing market share, and providing employment opportunities and student referrals for his Instructors. I also tried to drive home the point that without a decent market penetration strategy, his training agency would never get the opportunity to show the global diving community how beneficial their integrated program could be.

When Dive Operators and Diving Resorts are looking to fill a Divemaster or Instructor vacancy, they are looking for more than a qualified candidate to do a job. They are looking for an individual who is well trained, currently qualified, and ready to perform their skills as a functioning member of their dive staff. When a dive staff candidate realizes they will be held accountable for the results they produce, they will give more thought to what they are bringing to the table in

a job interview. It helps the candidate prepare for the interview if they know in advance what their employer's priorities are and what they focus on as their unique selling proposition. It could be conducting guided tours, teaching diving programs and specialty classes, conducting instructor training programs, or simply conducting open water referrals for their network of dive store customers and agency affiliated Instructors. Whatever is important to the dive operation, becomes important to the dive operation manager and their staff. ***So, my question to our training agency executive is, "How does your brand fit into this Dive Resort's business strategy?"***

There are a lot of good companies in the diving industry. Most of these companies have good people working for them. But being a good employee in a good company is not enough in our 21st century diving industry business environment. Just being good does not give us the competitive edge we need to become great. I believe that becoming great can only happen when we unleash our good employees by giving them challenging goals and holding them accountable for their achievements. When we create aspirational goals that are bold, yet achievable, we unleash the greatness in our employees that enables our companies to transition from good to great. When the company works together to achieve their goals and objectives, it has a much higher propensity to grow as a company. And a growing company is an inspiration to the rest of their industry because if one company can become overwhelming successful by being results oriented, the rest of the industry can too.

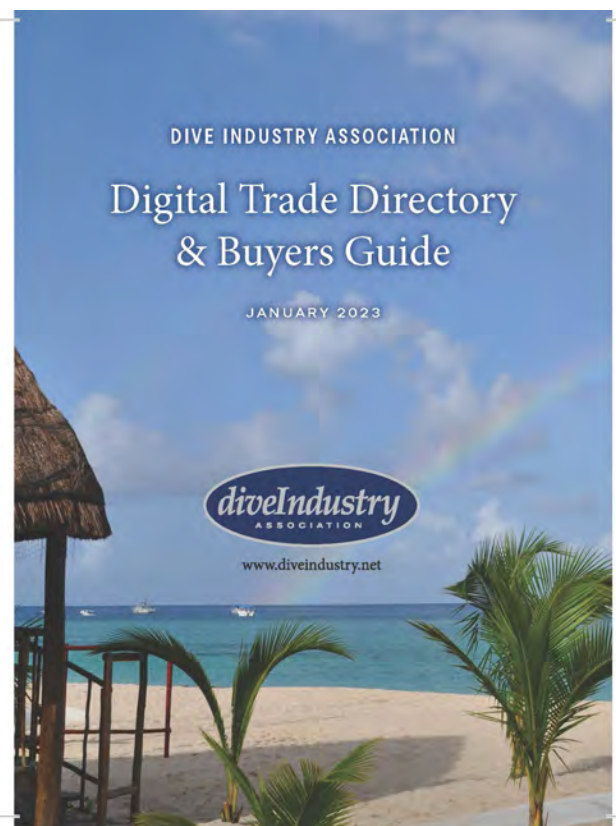
Being results oriented is not limited to dive businesses who want to be proficient, productive, and profitable. It is a professional trait that is highly desirable in managers, employees, and private contractors. An employee or private contractor has to be worth their compensation to the company. When they are producing results for the company on a consistent basis, they become more valuable to the company. When they fail to do their fair share in support of company goals

and objectives, they become dead weight. ***And you know what happens to dead weight on a ship when a storm threatens their survival.***

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 [Membership 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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www.diveindustrydirectory.com

DIVE INDUSTRY



Promoting Economic Development in Watersports

Dive Industry Foundation

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.

It's an interesting story (at least to me) as to how the Dive Industry Foundation got its start. After 21 years of conducting behind-the-lines research and helping countless diving businesses in the Global Diving Business Network understand the composition and complexities of the diving industry, I thought it was time to share our story with the global diving community.

Beginning: The Dive Industry Foundation was founded on September 24, 2004 to fill a void on what Dive Industry Professionals publicly knew about the business workings of the diving industry. Although I had been gathering data about the industry, on my own for almost 30 years at the time, there was a lack of useable data in the industry about its size, composition, capacity, and economic development. Either no one had the data that businesses needed to consider an investment in the industry, or no one was sharing it with anyone. It didn't matter. Diving businesses didn't have the necessary data they needed to help them make better business decisions and

industry planners didn't have the data we needed to advise others or help grow the industry.

Three years before our incorporation and IRS exemption from federal income tax, the [Dive Industry Association](#) was founded to *Build a Better Industry*. The original mandate from Dive Industry Professionals worldwide was to create a trade association with the purpose of building an integrated, unified global diving business network with a mission of bringing buyers and sellers together. The association became actively engaged in representing its members using print, digital, and face-to-face marketing vehicles, and has been successful as can be in ***Building a Better Industry, One Member at a Time***. Unfortunately, the process of conducting primary and secondary research is an extremely time-consuming and expensive process. It is also what we call a non-income generating endeavor. The industry needed to build and maintain a diving business library with its own research capability, funded by the entire Global Diving Business Network. The idea that the industry needed to have its own non-profit research capability was born. The Dive Industry Foundation became a reality.

Business Research Library: I got the idea of having a business research library of our own when I was a Senior Business Consultant at the University of Houston Small Business Development Center. At the Bauer School of Business mid-town office, we had a business library with some of the best business industry references, resources, and data I had ever seen. It was also staffed with our own business research librarian. It was there that I realized how inadequate the diving industry was in compiling data, almost none of which had found its way into the mainstream library system. With the help of our Librarian, I was able to discover new sources of government data that could properly identify the current and future economic development of the recreational diving industry. The major challenges we have as Industry Planners today is accessing reliable data from reliable sources and extrapolating pertinent data that helps us identify problems, challenges,

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and threats to our future economic development. Conducting secondary research using government data can give us valuable insights into the diving industry economic health.

Business Research and Surveys: Conducting primary research is one of the most important services an organization can perform. It benefits the entire industry. The Dive Industry Foundation currently conducts primary research surveys of dive stores in the United States and dive equipment sales representatives. The Dive Store Survey is an in-depth profile into the composition of a retail operation. Granted, it is two pages in length but the information it gives us helps the entire industry tremendously. We are thanked for the handful of dedicated dive stores retailers who help us analyze the heartbeat of the recreational diving industry – the dive store retailer. Our profile gives us the data we need in terms of students certified, sales made, services offered, and travel programs conducted. It shows us the numbers of jobs created, and marketing programs conducted. With the confidential information we receive, we calculate industry averages and norms for dive stores. We identify best practices and are made aware of our retailers' greatest business challenges. The same goes for our Sales Rep Surveys. Without knowing what troubles our Dive Industry Professionals the most, our mission to ***Build a Better Industry*** could not be accomplished.

Organizing The Diving Industry: Dive Industry Foundation began the project of organizing the Global Diving Industry by creating [DIVE LOCAL](#). We started by developing a program that looked at the composition of the global diving industry. We agreed with the mission of bringing buyers and sellers of diving equipment, training, travel, and lifestyle products together, for mutual benefit. Our research showed us that each local diving community was created and maintained by four stakeholder groups who worked full time in the diving community. They are dive stores, dive boats, dive clubs, and dive instructors.

Promoting Dive Businesses: A DIVE LOCAL website was created to research, verify, and list dive businesses in these four stakeholder groups so the general public could find a dive business to 1) Learn to dive. 2) Purchase their equipment. 3) Go diving. 4) Stay active in scuba diving. We started by listing current dive stores. Because there are close to 900 dive stores in the United States, we created a separate page for each of 10 territories (local diving communities). Part of our job at Dive Industry Foundation is to verify and update the dive store listings every year, at the rate of one state per week. This keeps our list fresh and current. We are currently working on listing for [dive boats](#), [dive clubs](#), and dive instructors who are currently teaching diving classes. All of these listings are free to qualified Dive Industry Professionals.

The Need to Donate: As you can see, Dive Industry Foundation has a lot of projects on its plate. All of the work performed at the foundation is done by volunteers. The foundation has an all-volunteer staff. All of the foundation's expenses are paid from generous donations from the diving industry. All donations may be tax deductible by law. Check with your accounting professional today.

For more information about donating to our non-profit foundation, contact Gene Muchanski, Executive Director of the 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



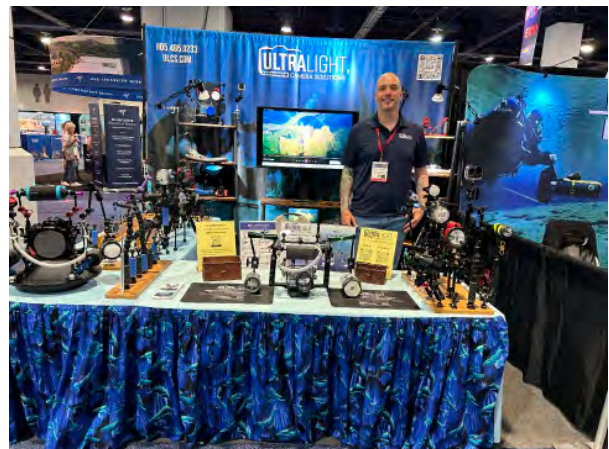
June 6-7, 2026: Scuba Show Atlantic City. 1st Annual Consumer Scuba Show. Atlantic City Convention Center, Atlantic City, NJ. Contact Ross Arnold, Publishing Director. Phone: 816-665-8679. email: mail@scubashow.com Web: www.scubashow.com



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

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

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

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

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

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

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

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

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

0410 – OCG Creative, LLC – Service Provider, Websites – www.ocgcreative.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
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Charitable, Educational Organization
www.diveindustry.org