THE DIVE INDUSTRY PROFESSIONAL

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EDITOR'S GREETING

Welcome to the July 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.

We begin this issue with our editorial, ***The Diving Lifestyle.*** Name me one thing that makes people want to be a part of what you do? It's Lifestyle. Remember the program, "Lifestyles of the Rich and Famous." Millions of people tuned in and watched other people living the good life. Our industry had that once. It was called *The Undersea World of Jacques Cousteau*. Team Calypso lived the diving life. It inspired this author at a very young age to imitate that lifestyle to the best of my ability. As we say in the article, the diving lifestyle is more than just dive gear and dive training. It's everything else that is included in living the dream in the diving industry.

Our Marketing Series continues with ***Basic Marketing Vehicles.*** Marketing vehicles are tools and techniques that make communication possible between buyers and sellers. Marketing vehicles are what we use to carry our messages back and forth between producers and consumers. Marketing vehicles vary in price, technology, sophistication, speed, and effectiveness. They can carry print, digital text, images and objects, and sound waves. Marketing professionals need to be well versed in a variety of marketing vehicles to carry a diverse array of marketing messages. Marketing vehicles are not one size - fits all. Wisely choose the proper marketing vehicle that brings you the best results.

Our ***Shows & Events*** have details about trade and consumer shows & events for 2026 & 2027. 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

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EDITORIAL



The Diving Lifestyle

by Gene Muchanski, Editor
The Dive Industry Professional

The definition of lifestyle is the way a person lives his or her life. It's more than what we do or who we are. It's the way we do what we do. It's the way in which we incorporate all of the aspects of our lives including our passions, preferences, and priorities, into a consistent identifiable pattern of living. For me, the Diving Lifestyle is my version of living the dream.

The Diving Lifestyle may be different for each and every one of us in the Global Diving Community but there are overall common lifestyle components that we all share. It is that common denominator that is the image or industry persona that people imagine when they think about Scuba Diving.

A Lifestyle Image is something that an industry can create and maintain on a consistent basis over time. It does take time and has to be well orchestrated, but it can be done. Creating a positive lifestyle image that motivates people to want to become scuba divers is something we all should collectively be participating in as dive industry professionals. As Industry Planners and concerned Dive Industry Professionals we should take on the responsibility of creating and reinforcing a positive, fun, upbeat image of scuba diving as a recreation. We can start by asking the people around us to see what they think of scuba diving and other diving related activities. We may be very surprised, and perhaps a little disappointed at what some of them might say. The two most frequent comments I get from people when I mention scuba diving are about sharks or the fact that their grandfather is a scuba diver. As an industry, we have got to do a better job at promoting our favorite recreation in the eyes of the public.

Start from Scratch: There is no time like the present to start with an empty canvas and paint a picture of an enviable diving lifestyle for the future. There are so many good things about diving. And I mean all kinds of diving, not just scuba diving. Diving is an adventurous recreation. It's a fun, outdoor, watersports activity. One's lifetime watersports adventure can begin with swimming lessons in a controlled environment, and progress to snorkeling, freediving, and scuba diving as we learn to appreciate the many physical, psychological, emotional, and social aspects of diving and diving related activities.

Diving as a Stepping Stone: Diving can be a steppingstone to a lifetime of adventure and fulfillment. For me, diving has always led to other activities. As a High School student, swimming and snorkeling led to scuba diving lessons and certification as a scuba diver. Scuba certification led to public service in a civil defense diving team and then as a public safety diver. Scuba Diving led to U.S. Naval Training as an Underwater Swimmer, Scuba Diver, Air & Mixed Gas Hard Hat Diving and becoming a Diving Supervisor and Hard Hat Instructor. Becoming a civilian NAUI Scuba Instructor opened up an entire new world in the diving industry for me, and the rest is history.

The Diving Lifestyle:

Other Diving Related Activities: I like to look at the broad-brush strokes that a diving lifestyle paints on life's canvas. Diving can lead to a lifetime of global travel and adventure. Divers nor-

mally become seasoned travelers, which leads to a wealth of education and experience. Through our constant contact with the marine environment, we become environmental ambassadors and guardians of marine life across the globe.

Identifying as a Diver: As an industry, we need to celebrate the fact that we are Divers. We need to dress the part and act the part. Diving is special. So are we. But can you recognize us in a crowd? Sure, the Navy SEAL's have their Tridents, the Women Divers Hall of Famers have their gold diver pin, and the Our World Underwater Scholarship Society Scholars have their Rolex Watches. Well, I hope you at least have a nice Citizen Dive Watch, a Bottom Crawlers Dress Shirt, and some identifying diving jewelry from Big Blue by Roland St John.

Promoting The Lifestyle: The diving industry does a great job at the first three things we do to create lifelong diving enthusiasts. We teach people how to dive, sell them the equipment they need to dive, and we take them diving. But turning certified divers into life-long divers (lifestylers) means we have to keep them active in the diving community. ***That means we have to sell the Lifestyle.*** Apparel, jewelry, books, magazines, dive shows, dive clubs, social media channels, etc. There is more to the diving lifestyle than diving equipment, training, and exotic dive travel. The 21st Century Dive Store should have an apparel boutique and lifestyle center. Offering merchandise for the active diver keeps store traffic flowing. Look what apparel sales have done for the surfing industry. Actually, that's even small compared to the successful transformation of bait shops to Retail Marine Centers that took place in the fishing and boating industries.

Retail Paradigm Shift: The most exciting transformation I see today in the diving industry is the paradigm shift in retail dive sales. Progressive dive retailers are identifying ideal customer personas and tracking their customer journeys from initial interest to lifestyler. They do that by starting with a swimming program and following through with snorkeling, free diving, scuba diving, and technical diving. Then they branch off into other diving and diving related programs, products, and services, and keeping that momentum going for a lifetime of engagement.

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 Series:

Basic Marketing Vehicles

by Gene Muchanski, Editor
The Dive Industry Professional

Marketing vehicles are used to carry marketing messages. They are the means by which we use to communicate with each other. As business professionals, we use them to communicate with suppliers, vendors, employees, colleagues, clients, and customers. ***Marketing vehicles are the tools we use to reach people.*** We reach them in different ways, using print materials, digital text and images, sound waves, and especially in face-to-face formats. Navigators have used radar, sonar, and laser beams for years to communicate. Heck, we even used smoke signals in the deserts and drumbeats in the jungles. What do you use to reach people of interest?

Using marketing vehicles isn't something that is new to Dive Industry Professionals. But with the advancements in modern-day marketing, I think we have gotten a little off track with choosing and utilizing the proper marketing vehicles for specific, targeted messaging. Today might be a good time to review some of the basics in marketing vehicles and then progress to the more modern and sophisticated vehicles later down the road. I believe it is important to discuss the advantages and disadvantages of the different messaging vehicles and perhaps shed some new light on old ways of doing things.

Basic Print Formats: Some of the most basic print vehicles are business cards, flyers, brochures, catalogs, post cards, first class printed mail, product packaging, newsletters, magazines, books, and billboards. New to the scene are car wraps used in advertising. A great advantage of print medium is that it can be scanned, digitized, and uploaded at a place and time that is most convenient to you.

The Business Card: Printed business cards have been around for a long time and are still used quite extensively in the global diving industry. In my opinion, they are still one of the most useful and cost-effective forms of advertising and contact information exchange. ***I believe that every Dive Industry Professional needs to have a sufficient supply of printed business cards in their marketing arsenal.*** If you are new to the industry and you have just become a Dive Industry Professional, the first marketing tool you should invest in is a printed business card. Dollar for dollar, printed business cards are the most versatile and useful business tool you can use. ***First of all, the purpose of a business card is to***

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introduce yourself and give the receiver multiple ways to contact you. Whether you prefer using the print or digital versions of the business card, you need to be familiar with the versions that are prominently used in your industry.

Digital Business Cards: Digital business cards are a great alternative for in-person sharing of information. Factors to consider are the initial cost, scaled pricing, lead capture and data storing, uploading, downloading, and CRM compatibility.

Contact Information Options: You can choose the points of contact that apply to you and your business. Your name and company should always be on the card. People deal with and buy from people. Optional points of contact on your card may include your address, phone number, fax number, email address, and web site. Only include the points of contact that you want the receiver to contact you at. Keep the text simple and easy to read. Keep the images simple, recognizable, and relevant.



Printed business cards don't all have to be old-fashioned and outdated. Since they are still used as an introductory tool, you can add your picture, company logo, or QR code. It all depends on what your desired call-to-action is. Do you want the card holder to call you, send you an email, click on a link, or just record your contact information in their database for future use? Some people prefer to keep text, images, and objects on a single side, and some prefer to use a front & back format. Your choice.

Business Card Uses: Business cards are extensively used in face-to-face marketing, especially at shows and events where you interact with members of the trade or with consumers. If you are exhibiting at a trade show, your business card should always be prominently displayed and available at your booth, even when you are not present. Unless of course you want hundreds of missed opportunities to introduce yourself. Exhibitors should always leave their business cards in their booth before, during, and after show hours. Many industry professionals, like me, will look for your business cards two hours before the show begins and especially during the show if you happen to be busy with another attendee. That's why they call business cards *The Silent Salesperson*. Don't miss the opportunity to make a new contact.

Giving your business card to the people you meet is only 50% of the business communication process. If everyone has your contact information they can make contact with you in the future. But what if they don't contact you? You'll have to contact them if you can. That is why it's important to get their contact information in return. The advantage of business cards is that you can sort them out later and record them in your databases according to your customer/vendor classifications. ***Having a current contact database is the first requirement of target marketing.*** Which CRM are you currently using? Is it working for you?

Business Cards in Direct Mail: Direct mail is still a popular method of communication, although effective direct mail is now all about integrating with electronic mail and inbound marketing techniques. If you are sending direct mail to new contacts, be sure to slip in your business card.

Digitizing Business Cards: Anything that is printed can be scanned. We scan business cards all the time and use them in articles and advertisements. So, if you are a Member of ours, your 2-cent business card can become a free $50 advertisement. That should pay for a box of busi-

ness cards for you! And to add to the flexibility of printed business cards, we normally hot link the URL of your company website that is on your business card to connect the reader directly to your website, article, blog, advertisement, video, or shopping cart. Now that is what I call flexible.

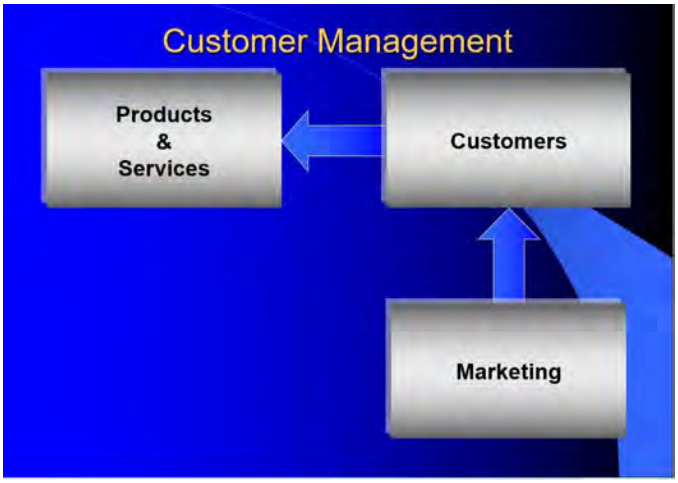
Shortcomings of other Digital Apps: I'm all in favor of using modern-day marketing tools and have made a successful career as a Business Consultant learning, using, and recommending modern marketing tools and technologies to dive industry professionals in our industry. Some of the new technologies that have been created in recent years have helped our profession access, organize, manage, and use consumer data very effectively and quickly. However, current consumer data apps are not a "one size - fits all" solution. You can't leave your cell phone on your exhibit booth and expect 10,000 attendees to walk by and scan your QR Code. If I am databasing 8,500 dive businesses and 200,000 diving instructors, I don't want all that data on my cell phone. There are better ways to achieve that outcome.

Obstacles & Roadblocks to Progress: There are a few things that are preventing dive industry businesses from achieving their full economic potential and efficiencies. 1) Too few Dive Industry Professionals spending sufficient time running and managing their dive businesses. The average dive business entrepreneur would rather focus on the teaching, diving, and travel aspects of their business rather than managing their business. 2) Too few Dive Industry Professionals participate in ongoing professional business development. It takes time and commitment to learn new business tools that can make your business more professional, productive, and profitable. 3) Unfortunately, many of the junior level marketing professionals in our industry use the tools and technologies they are familiar with instead of learning the tools their customers use. They are too focused on programs they understand instead of learning and mastering the tools and technologies their customers use to make purchasing decisions. It's all about mastering customer centricity. ***It's all about keeping buyers and sellers on the same wavelength by using a marketing vehicle they are both familiar with and use frequently.***

Achieving Outcomes: Marketing tools and technologies (marketing vehicles) are designed to achieve outcomes. There are many marketing tools and technologies that can help us do that. Rather than label a marketing vehicle as new or old and good or bad, we should look at its pluses and minuses. What can it do, and what are some of its limitations? What situations would warrant its use and be helpful, and under what circumstances should we avoid it? Collecting customer data on your cell phone or getting their business card will do you very little good unless you have an efficient way to store the data in a useable software application that can be organized, segmented, and used (extracted).

By starting off with the basic printed business card, a Dive Industry Professional can learn to gather, store, organize, and extract relevant customer data that can be imported into a professional CRM (customer relationship management) application. From that point, you'll be able to scale, refine, and utilize your customer management campaigns.

# # #




SPIRIT
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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.

SHOWS & EVENTS

2026 TRADE SHOWS

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

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

January 23-31, 2027: ***Boot Dusseldorf*** – 57th 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 13-14, 2027: ***The Boston Sea Rovers 73rd Annual International Ocean Clinic***. CoCo Key Hotel & Water Resort, Danvers, MA Contact David Caldwell, Exhibit Co-Chairman, Email: djc.searover@gmail.com or visit www.bostonsearovers.com

2027 TRADE SHOWS

January 6-8, 2027: ***Surf Expo***. 51st 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

April 2-4, 2027: *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

SHOWS & EVENTS

April 24-25, 2027: ***Scuba Show Atlantic City***. 2nd Annual Consumer Scuba Show. Atlantic City Convention Center, Atlantic City, NJ. Contact Ross Arnold, Publishing Director. Phone: 816-665-8679. email: events@rorkmedia.com Web: www.scubashow.com

May 15-16, 2027: ***Scuba Show Anaheim***. 40th Annual Consumer Scuba Show. Anaheim Convention Center, Anaheim, CA. Contact Ross Arnold, Publishing Director. Phone: 816-665-8679. Email: events@rorkmedia.com Web: www.scubashow.com

September 4-6, 2027: ***Surf Expo***. 51st 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 2-5, 2027: ***Dema Show***. 51st Annual Industry Trade Show. Orange County Convention Center, Orlando, FL. West Concourse. Phone: 800-687-7469. Web: www.demashow.com

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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

0450 – Divers Alert Network (DAN) – Non-Profit Organization – www.dan.org

0451 – Ocean Vibes Scuba / Salt Raker Inn – Travel, Dive Operator – www.oceanvibes.com

0452 – Fat Guy Scuba supply LLC – Non-Store Retail – www.fatguyscubasupply.com

0453 – Lotus Hotels – Travel, Dive Resorts & Liveaboards – www.lotus-hotels.com

0454 - ScubaCo Travel – Travel, Dive Travel Wholesaler – www.scubacotravel.com

0455 – Rheo Dive Inc – Manufacturer – www.rheodive.com

0456 – Sea Ventures Pro Dive Centers – Travel, Dive Operator – www.DivePuertoRico.com

RENEWING MEMBERS

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

0048 – Tektite Industries, Inc – Manufacturer – www.tektite.com

0061 – Travel Resource Solutions, Inc. – Travel, Reservation Services – www.trsres.com

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

0079 – Florida Keys & Key West – Travel, Convention & Visitors Bureau – www.fla-keys.com/diving

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

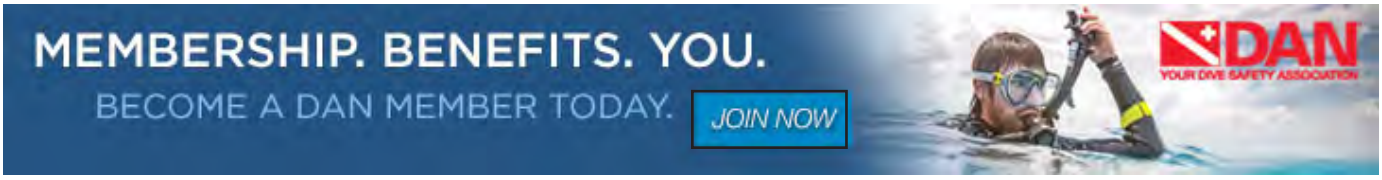
0222 – Cane Bay Dive Shop Inc – Travel, Dive Operator – www.canebayscuba.com

0307 – Mexico Liveaboards – Travel, Liveaboards – www.mexicoliveaboards.com

0410 – OCG Creative – Service Provider, Digital Marketing – www.ocgcreative.com

0437 – Scuba Educators International (SEI) – Training Agency – www.scubaeducators.org

0446 – Dive 1st Aid – Manufacturer – www.dive1staid.com




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