

THE DIVE INDUSTRY PROFESSIONAL

November 1, 2025 - Vol 25, Issue 11



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EDITOR'S GREETING

Welcome to the November 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 our usage of 21st century marketing tools and technologies.

In this month's issue we begin with our editorial, ***Living & Working by Default***. The best way to run your dive business and your career is to live and work by design. That means you have to have a plan for the things you want to accomplish by establishing clear cut objectives that can be achieved by targeted actionable items. This article lays out a clear 5-point plan that shows you how to achieve your objectives by measuring your established key results along the way. Following this 5-point plan will put you in the top percentage of Dive Industry Professionals who turn activity into accomplishments. It's all about living and working by design instead of by default.

Our Non-Profit series talks about ***Support For Industry Planning***. We know that dive businesses are in business for their designated purpose and they plan their goals and objectives to be profitable and sustainable. But who is running the industry? Most people think they know the answer, but do they really? Read about what it takes to study, research, analyze, organize, plan, and develop an action plan that addresses the needs of the demand and supply sides of our global diving community.

Our DIVE LOCAL article focuses on ***Dive Manufacturing***. As part of our professional business development series, we are teaching Dive Industry Professionals about the various components of the global diving industry. We explain how to understand the manufacturing stakeholder group in the diving industry in four different ways. We get into the industry channel of distribution and the flow of goods from manufacturer to consumer.

Our ***Shows & Events*** column gives you details about trade and consumer shows & events for the remainder of 2025 and into 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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Trade Publication

The Dive Industry Professional

EDITOR: Gene Muchanski

Monthly Publication of
Dive Industry Association, Inc.
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EDITORIAL



Living & Working by Default

by Gene Muchanski, Editor
The Dive Industry Professional

The word *Default* has two definitions. The first one has always been “a failure to do something you agreed to do.” As when you default on a loan payment. Since the computer age began, *Default* took on a whole new meaning. A default is now a pre-selected option that is adopted by a computer or other mechanism, when no alternative is specified by the user. That means if you decide to do nothing, the computer software will decide for you. So often in life, and at work, we take no action on an item, and we accept and live with the consequences of the default action that takes place. Are you living your life that way? ***The better question for the industry to ask is, Are you running your business like that?***

Dive Industry Professionals who work in the Global Diving Business Network can make a significant difference for their companies and their professional careers. While not all workers are entrepreneurs, we can teach industry professionals how to *think entrepreneurially*. At a university I worked with, we started to teach future business executives how to think like entrepreneurs and we called it Intrapreneurship.

An entrepreneur in the diving industry has a

responsibility for the success of their company. Many successful Dive Industry Professionals get into a sector of the diving industry that they are passionate about, can make a good living at, and feel they can become the best in the industry at. ***That passion is the rationale for designing a course of action that brings their USP (unique selling proposition) from Conception to Consumption.***

There are many ways to run a business, and it depends on a few different scenarios that the business is organized around. A major difference in business management is whether the company is run by its founder entrepreneur or an executive management employee. Businesses that are run by their founders are lead by the passion and drive of their owners and tend to be result action oriented. Companies run by hired executive management tend to be focused on bringing value to its owners, board members, or shareholders. Regardless of which group you identify with, the two variables that separate you from the average worker are your passion and drive.

Dive Industry Professionals who have the passion for their work in the diving industry and have the drive to strive to be the best in the global diving business network tend to be action and results oriented. Action-oriented people don't sit back and accept default outcomes for their labor. They create and implement actionable items that have a reasonable probability of achieving positive outcomes to their planned objectives. They measure the key results of their objectives for effectiveness to see if their actionable items did in fact achieve their objectives as planned. A true Dive Industry Professional does not stop working on their goals and objectives until they are completely achieved.

The business of diving is simply filling a need that exists in the global diving community. If you look at your business as an entity that solves a problem or fills a need, you are on the right track. If you view yourself as being consumer-centric instead of self-centered, you have just successfully

defined the second reason for success in running a business.

The most unsuccessful people in the diving industry, who have failed at successfully running their own businesses or careers are the ones who are self-centered. They learned the hard way that the business of diving is not about their talent or the features and benefits of their programs, products, and services. ***The Business of Diving is about filling the needs of your customers with the programs, and products, and services that are created to accomplish that.***

Becoming customer-centric is a process. It is not something that comes automatically to the creators or sellers of diving equipment, dive training, dive travel, or lifestyle products. The components you have to learn and apply are 1) Awareness, 2) Education, 3) Planning, 4) Action, 5) Analyzing. ***When you adopt a 5-point process to running your business, you are living by design instead of living by default.***

Living by Design: The secret to being a successful Dive Industry Professional is living by design instead of living by default. It's all about living offensively instead of acting and reacting defensively. Creating a business that solves problems for consumers is creating a business that fills the needs of its customers. The secret to creating programs, products, and services that fills needs is mastering the art of conquering cognitive dissonance.

Ideal Self vs Real Self: Whether you are looking to improve yourself or your business, the process is the same. Picture your business as it is. Now imagine your business the way you want it to be. The difference between the two images is your cognitive dissonance. Your job as a Dive Industry Professional is to change your current business to the way you want it to be. This change will not take place automatically, through default. The change has to come from a series of actionable items (inputs) that achieve the changes (outcomes).

Five-Point Process: The first step in instituting change is awareness. You have to become aware of your current situation. Where does your company stand now? Every company should have a current situational analysis on file. Many don't. Your company should also have a current market analysis, a global industry analysis, and a world economic analysis. I know, that is a lot to ask businesses in the diving industry to have.

Next in the process to achieving outcomes is education. Once we are aware of a situation that commands our attention, we need to educate ourselves as to the circumstances that surround the subject. The planning process is an important part of our education and a precursor to any action that may be required. Planning is the intelligent way to solve a problem or to change a situation. Proper planning prevents poor results. A good plan evaluates all of your available options and chooses the ones that will give you the best results for the least investment of your time, money, and manpower.

A well-designed plan will create a step-by-step plan of action that can be implemented when the time is right. A good Action Plan will contain your final objective, and supported by key results that have to be achieved in order to successfully complete the objective.

The Missing Chapter to Problem Solving: Implementing your Action Plan is not the end of your problem-solving work. Successful business managers know that their Key Results have to be monitored to make sure they are completed as scheduled. If your planned actionable items are not achieving your key results, they have to be adjusted in order to have a successful outcome.

Living and working in the global diving business network is all about achieving results by completing your planned goals and objectives. Adopting a 5-point sales and marketing strategy will put you heads and shoulders above your competitors and give your business the competitive edge it needs to grow your business and capture a sustainable market share.

EDITORIAL

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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RATAN CHARTER

Escape the ORDINARY

NON-PROFIT NEWS



Support for Industry Planning

by Gene Muchanski, Editor
The Dive Industry Professional

As a Dive Industry Professional, it is a joy and a privilege to work in the Global Diving Business Network. Think of all the wonderful diving and diving related programs, products, and services that are created for divers in the global diving community. As career professionals, we are the fortunate few who are responsible for making diving safer, more enjoyable, and even possible. But without a strong and sustainable worldwide community of active divers, our careers would not be possible. So, for that reason we are thankful for the millions of divers that rely on us for their underwater needs.

The Diving Industry is made up of Divers (the Global Diving Community) and the businesses that create and provide the equipment, training, travel, and lifestyle products that people need to become and remain active divers. These businesses collectively are what we call the Global Diving Business Network. Each one is independently owned and operated, and they are responsible for their own startup, growth, and operational success in the diving industry. But who is running the industry? What company or organization has the vision or foresight to coordinate the tremendous amount of activity that goes on in our industry? Based on our years of industry study I can testify that those companies are far and few between. Yes, there are a

few companies that have their own agendas for increasing their revenue and growth, but their goals and objectives are not necessarily compatible with the economic needs or in the best interest of the collective industry.

Industry planning has always been hit and miss. A campaign here, and a campaign there. Targeted sometimes, but usually infrequent and fragmented. In my humble opinion, industry planning has always failed the global diving industry because no one has had a sufficient vision for what needs to be done and all the research, planning, and campaigns do not produce revenue for the researchers. ***The simple truth is that research and planning are non-revenue generating activities.*** The Dive Industry Foundation relies on generous donations from Dive Industry Professionals like you. [Please support our research today.](#)

There is a solution to the lack of vision and cooperation in our industry, and that solution is well within our means, as an industry. It costs time, money, and manpower to research, study, analyze, plan, and engage in an economic development plan to manage and grow the industry. We have the vision, the plan, the tools, and technologies to do the job. All we need now is funding. When the cost of growing the industry is spread out among the existing businesses in the Global Diving Business Network, the individual investment is less than you think.

The [Dive Industry Foundation](#) is a non-profit, tax deductible, educational and charitable foundation. Our mission is “*Promoting Economic Development in Watersports.*” The foundation conducts primary dive industry research, consults with dive businesses on business, marketing, and strategic planning, maintains the [DIVE LOCAL](#) website, and exhibits at trade and consumer dive shows.

For more information about the Dive Industry Foundation, contact Gene Muchanski, Executive Director. Email: gene@diveindustry.org Web: www.diveindustry.org



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*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.

DIVE LOCAL



DIVE LOCAL

Dive Manufacturing

by Gene Muchanski, Editor
The Dive Industry Professional

When divers in the global diving community think of dive industry manufacturing, they usually think about diving equipment manufacturers. The reality is that the manufacturing stakeholder group is much larger and more complex than that. Part of our mission at DIVE LOCAL is to educate the global diving community on the creation, evolution, and current state of the industry on the various stakeholder groups in our industry. As part of our professional business development series for Dive Industry Professionals, we explore the organizational structure and workings of the various stakeholder groups, like manufacturing, retailing, training, travel, service providers, and non-profits. We create and document standard operating procedures and help to establish best practices in each stakeholder group.

The history of how the diving equipment manufacturing stakeholder group was formed, evolved, and became what it is today, is a very interesting story indeed. The need to develop safe and reliable diving equipment started what we know today as the recreational diving industry, and it contributed significantly to the innovation, growth, and advancement of military, commercial, scientific, and public safety diving.

When the recreational diving industry started eighty years ago, sporting goods manufacturing

companies started making life support equipment, environmental protection apparel, and accessories. As the global diving community grew, the need for safe and reliable diving equipment grew. Specialty manufacturing companies focused on making masks, fins, and snorkels, diving cylinders, regulators, gauges, wet suits and dry suits, etc. Other specialty companies were producing spearguns, underwater cameras and strobes, and a whole line of accessories. Some of the more progressive companies became full-line scuba equipment companies by producing their specialty products and contracting or purchasing the remaining equipment lines from other original equipment manufacturers, so they could offer their dealers a full set of gear that scuba divers needed to participate in the recreation.

Understanding Manufacturing Today: There are a number of ways to classify and understand Manufacturing and there are a number of reasons why we do so. Each means of classification has its pluses and minuses. We currently classify manufacturing sectors by:

1. NAICS Codes
2. Stakeholder Group
3. Program, Product, or Service
4. Product Line

Understanding Manufacturing Using NAICS

Codes: The United States Government created the North American Industry Classification System (NAICS). It lists companies by the type of goods and services they produce. NAICS Codes apply to both the supply chain and the demand chain in the industry channel of distribution. The NAICS Codes are six digits each. The first 2 numbers describe the Industry sector. The first 3 numbers include its sector and subsector. Manufacturing belongs in sectors 31-33. Apparel Manufacturing falls under 315. Computer and Electronic Product Manufacturing is 334. Plastics and Rubber Products Manufacturing is 326. Using the data collected under the census, we can extract

pertinent financial and economic data in terms of sales, the numbers of employees, and the size of the respective industry. The main problem with using census data is that we have to isolate and group all the companies within an industry to see which ones specialize in the production of diving and diving related equipment, and to what percentage they do so.

Understanding Manufacturing by Stakeholder Groups: The advantage of using stakeholder groups is that they are easy to deal with. Stakeholder groups are set up to classify like-minded businesses that have many things in common, or at least one major common denominator. They are set up so that members of the group can relate to each other and share best practices that can make them more professional, productive, and profitable. In the diving industry we have OEM Manufacturers, Brand Marketers, Wholesale Distributors, and Sales Reps, all in the same stakeholder group. Unfortunately, each sector and subsector have different positions and agendas in the industry, sometimes conflicting with each other. You also have potential vendor-customer channel friction or employer-employee conflicts that tend to separate the members of this group. The Manufacturers' Stakeholder Group would be more manageable if each subsector had their own autonomous section within the group.

Understanding Manufacturing Using Product Differentiation: In manufacturing, distribution, and sales, there are sizeable differences between their programs, products, and services. Separating the three makes it easier to understand and manage for the buyers and sellers of the product. Programs tend to be educational in nature. Products are usually created, warehoused, ordered, shipped, inventoried, and sold. Services tend to be provided by Service Providers, which in itself should be a separate Stakeholder Group.

Understanding Manufacturing Using Product Lines: Since the purpose of manufacturing is to produce something that could be sold, *classi-*

*fy*ing what we sell by product line is the best possible alternative. Our association's mission is to bring buyers and sellers together. Our Cross Reference Directory that is published in our annual [Trade Directory and Buyers Guide](#) lists programs, products, and services that are sold by dive equipment manufacturers, service providers, training agencies, travel companies, and lifestyle merchants. Because of current computer technology, our Trade Directory can list all manufacturers in their stakeholder group and link them to their product lines in the Cross Reference Directory. That makes it easy for wholesale, retail, and consumer buyers to find a source for what they are looking for.

Different Types of Manufacturers: We currently track over 1,000 manufacturers that make programs, products, and services for the diving industry. We research original equipment manufacturers (OEMs), full-line manufacturers, specialty manufacturers, brand marketers, wholesale distributors, and manufacturers who are direct merchants. For the buyers in the global diving community, we have special categories for companies that produce components, apparel, and jewelry. Because Dive Equipment Sales Reps are employees and private contractors working for the dive equipment manufacturers, we have assigned them to their own stakeholder group.

The Global Diving Business Network: Diving companies that produce, distribute, and sell programs, products, and services to the Global Diving Community are part of the Global Diving Business Network. Our Mission is to bring Buyers and Sellers together, for mutual benefit, utilizing standard channels of distribution. As Industry Planners and Business Consultants, we keep our business contacts and databases as current as possible, to facilitate increased industry growth and sustainability. Our promise to the global diving community is to help them locate, research, and choose recommended solutions to their diving equipment, training, travel, and lifestyle product needs. We believe that our Annual Trade Directory and Cross Reference Buyers Guide de-

DIVE LOCAL

liver on that promise.

Channel of Distribution: A channel of distribution is the process of how programs, products, and services flow from producer to consumer. As a degreed Marketing Professional in the diving industry, I believe that marketing professionals are best qualified to recommend the most proficient way to move goods and services through a well established and mutually agreed upon channel of distribution. From a strategic planning perspective, it is from our knowledge and experience of moving products from conception to consumption that we can make this recommendation.



As you can see by the image above, the most efficient channel of distribution for diving equipment is: Manufacturer – Sales Rep – Retailer – Instructor – Consumer.

Manufacturer: Products begin with the manufacturing process. That includes component manufacturing, original equipment manufacturing, brand marketing manufacturing, and wholesale distribution company. Many times, these positions do overlap, but from a practical standpoint we consider the origination of an equipment sale as from the company, or brand, that offers their branded products for sale in their annual equipment catalog.

Manufacturing Sales Representative: Traditionally, Equipment Sales Representatives (Sales Agents), represent their equipment suppliers

to qualified retail buyers (Dive Stores). They do more than just sell equipment to their accounts. They represent their suppliers, establish new accounts, service their equipment and equipment training needs, and are on call to make presentations, training, and service calls. Using Sales Representatives is the most cost effective way to make maximum sales revenue using minimal sales expense.

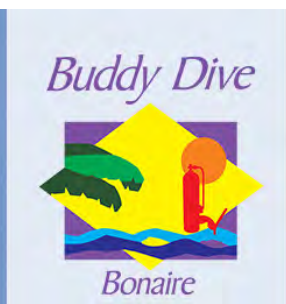
Qualified Retail Buyers: Dive Stores are the lynch pin of the diving industry and are the connective link to the supply chain and the demand chain of the economy. They are the undisputed link between the buyer and the seller. From a strategic standpoint, dive stores perform the 4 functions of creating the market we call an industry. They teach people how to dive, sell them the equipment they need, take their people diving, and keep them active in the recreation. They are the ones who sell diving programs, products, and services to the market they created.

Instructors: Instructors may or may not be directly involved in the selling process of the dive equipment channel of distribution, but because they are extremely influential as an advisor, opinion leader, and influencer we consider them an indispensable link between the retail store and the diving consumer.

Final Consumer: The entire Global Diving Business Network is designed and managed so that we can safely teach people to dive and keep them actively involved in the diving community. Every Dive Industry Professional and diving business has their place in the network and the Global Diving Community.

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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**Travel period:
November 15 - December 26**



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SHOWS & EVENTS

2025 TRADE SHOWS



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 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@rork-media.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

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: events@roakmedia.com Web: www.scubashow.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



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



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



JANUARY 7-9, 2026
ORANGE COUNTY CONVENTION CENTER
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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

0442 – Scuba Diving Industry Magazine – Media – www.scubadivingindustry.com

0443 – Golden Rock Dive & Nature Resort – Travel, Resort – www.GoldenRockResort.com

0444 – EncomPos Software LLC – Service Provider – www.diverse-retail.com

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

0447 – Shark Angel – Non-Profit Organization, Conservation – www.SharkAngels.org

RENEWING MEMBERS

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

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

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

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

0349 – Marco Vincent Dive Resort – Travel, Dive Resort – www.mvdive.com

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

0437 – Scuba Educators International – Training Agency – www.scubaeducators.org

0407 – MASS Diving – Travel, Tour Operator – www.massdiving.com

0408 – Manthiri Liveaboard (Maldives) – Travel, Liveaboard – www.ManthiriLiveaboard.com

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

0416 – CHART – Non-Profit Organization, Research – jstich@cfl.rr.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

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"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 # _____

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* 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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