THE DIVE INDUSTRY PROFESSIONAL

January 1, 2026 - Vol 26, Issue 1



Photo: Freesurf

EDITOR'S GREETING

Welcome to the January 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, ***Building a Better Industry.*** Building a better industry should be the number one priority for every diving business and every Dive Industry Professional in the Global Diving Industry. We build a better industry by the actions we take to achieve our planned objectives for a better tomorrow. It's not what we don't do to protect the industry – it's about all the things we can do to make it better.

Our Business Network Series talks about ***DIA: The 25-year-old Start-up.*** As its designed purpose, the Dive Industry Association has been Building a Better Industry for the past 25 years. Our Mission is to bring Buyers and Sellers together for the benefit of the Global Diving Community. It has taken considerable time, money, and manpower to design an industry foundation that allows us to create, organize, and manage the flow of goods and services through the industry channels of distribution. For the most part, much of the work we have done in the industry's organization has gone unnoticed until recently. We believe that, after 25 years, our association is on the verge of becoming an "overnight success" in the eyes of the global diving industry.

Our DIVE LOCAL article focuses on ***Creating a Market For Dive Products***. As part of our professional business development series, we continue talking about how important Dive Instructors are to our industry. After all, they are the creators of our market. Without Diving Instructors, there would be no diving industry.

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.

Copyright © 2026 Dive Industry Association, Inc.



diveIndustry ASSOCIATION Monthly Newsletter

Trade Publication
The Dive Industry Professional
EDITOR: Gene Muchanski

Monthly Publication of
Dive Industry Association, Inc.
2294 Botanica Circle
West Melbourne, FL 32904
Phone: 321-914-3778
eMail: gene@diveindustry.net
Web: www.diveindustry.net

Quick Links
www.diveindustry.net
www.diveindustry.org
www.divelocal.org




THE DIVING EVENT OF THE YEAR
2026
SCUBA SHOW
WEST COAST
LONG BEACH CONVENTION CENTER
MAY 30-31
PLATINUM SPONSOR
DAN
DIVERS ALERT NETWORK
EAST COAST
ATLANTIC CITY CONVENTION CENTER
JUNE 6-7
PLATINUM SPONSOR
Scuba.com
SAVE THE DATES
SCUBA SHOW
WWW.SCUBASHOW.COM
RM RORK MEDIA

EDITORIAL



Building a Better Industry

by Gene Muchanski, Editor
The Dive Industry Professional

In his book, *How To Win Friends & Influence People*, Dale Carnegie taught us to never criticize, condemn, or complain. I've lived by those words most of my adult life. Had I studied Dale Carnegie much earlier as a child, I believe my life would have been even more meaningful and productive than it is today. That's not a complaint. It's a realization of the power of productive living that is only possible when you focus on a path forward for your life, your career, and your personal development. It's about having the vision and the discipline to work toward achieving goals and objectives that enable you to create the life and the world in which you want to live. Studying Dale Carnegie is the best thing I've ever academically pursued and that decision has changed my life for the better.

Twenty-five years ago, the Dive Industry Association was founded in order to create a Trade Association that would ***Build a Better Industry, One Member at a Time.*** Our Mission was designed to bring buyers and sellers together by creating a Global Diving Business Network (the Sellers) and identifying consumers of diving products and services in the Global Diving Community. The amount of time, money, and manpower that it took to crystalize our mission has been staggering, but we are finally at that tipping point where our growth and effectiveness is recognizable to the entire diving industry.

You can only build a better tomorrow for buyers and sellers in an industry by having a vision for the future, and constructively strategizing, planning, implementing, and building a pathway to growth and success. You don't build a better industry by tearing down the existing foundations of our industry and rebuilding your own eutopia. You move forward with plans that contain actionable items, that achieve short and long-range objectives, that can be measured by key results and analyzed for their successful completion. It's working with your peers to implement and integrate current successful paradigms in the global diving industry***. It's about being the best person for the team instead of trying to be the best or only person on the team.***

There are some individuals and organizations in our industry that always seem to be against someone, some business, some organization, or some policy. We've witnessed some nasty, destructive and negative campaigns that have done more harm than good to the industry, and we've seen some harsh lawsuits that have been filed and won against the campaigners. My question is not about the rationality of the negative campaigns but as to their effectiveness. When someone asks me to be against something, I always want to inquire about the bigger picture. If we are against something, then what is it that we want to be for? In my opinion, wouldn't it be better to constructively work on the thing that we are trying to create rather than just be against something?

I recently took a healthy lifestyle management course through the Veterans Administration. For us Veterans, it's called MOVE! Weight Management Program for Veterans. I highly recommend it to all veterans. Not just for weight loss, but for developing a healthy lifestyle that can in fact, change your life. In the 16-week program I lost

25 pounds, but I didn't achieve it by not doing something. I didn't just not eat, I ate the right food, in the correct portions, and combined diet with exercise. I analyzed my calories in and calories out. I graphed my blood chemistry and identified which blood counts were acceptable and which ones were not. I had to set smart goals every week and think of actionable items that would achieve my weekly objectives. I had to measure my key results to see if they were doing the job that I was planning for. The program was a lot of work, but it rekindled my discipline and increased my motivation as I started to experience weekly successes.

The VA MOVE program was life-changing for me. The work sparked my desire to take control of my health, and that was only the beginning. During the course I did some more research on goals, objectives, actionable items, OKR's, and statistics about habits. I applied what I learned to my business, my career, and my lifestyle. I read three more exceptional books; Good To Great, Measure What Matters, and Atomic Habits that have made a significant difference for me in my personal life and in my business life.

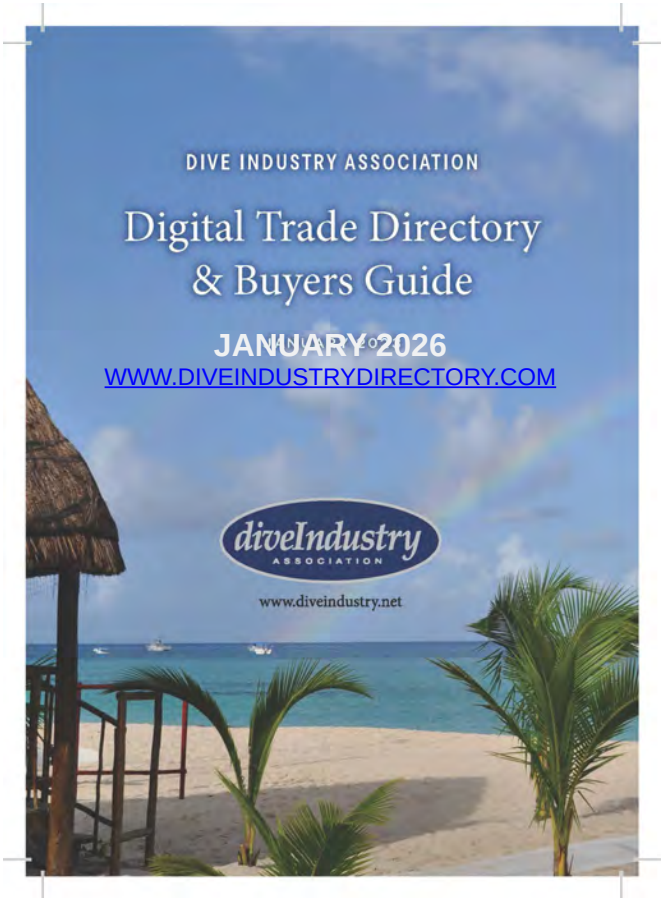
Never one to underestimate the power of attitude, motivation, discipline, and a purpose driven life, I have learned to strategically plan smart goals, create actionable items that achieve objectives and I am mastering the art of measuring key results to verify that I am on track to achieving my objectives. Is it working? Well, this past DEMA Show in November was the most productive DEMA Show I have had in 43 years. We exhibited at Surf Expo in January and it too, was the best Surf Expo I have ever exhibited at in their 50-year history. Last month we signed up four of the largest companies in the diving industry. In January 2026 we had a 194% increase in sales over January 2025. So, you tell me! Is it the economy, the industry, events, or my attitude? I think it may be a combination of all four. You may want to read our article, DIA – A 25-year-old Startup.

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.

# # #

Weekly News

diveIndustry ASSOCIATION





Dive Industry Association, Inc. A 25-Year-Old Start-up

by Gene Muchanski, Editor
The Dive Industry Professional

This April, the Dive Industry Association will celebrate its 25th Anniversary. WOW. Where has the time gone? It has been my honor and privilege to study and work with some of the greatest companies in the global diving industry. As a Dive Industry Professional, my greatest joy has been to spend my time researching our industry and consulting with some of the best people and companies in the global diving community.

Being an Industry Planner in the Diving Industry is not a career path for the faint of heart. It takes a person who has a passion for diving, business, and people. It's our love for diving that compels us to learn as much about the activity as possible and put that education to use as often as we can. Every dive is a new experience, and any seasoned diver knows that the more experience we get, the better at diving we become.

Business is the same way. You have to have a passion for it. A formal business education in a business discipline like Marketing will pay dividends you can't possibly comprehend fully at the beginning of your diving career. And that's just the beginning. Getting your business degree qualifies you as an apprentice or an intern. It's only through a lifetime of learning where you will master the techniques that will make you worthy of the degree you hold. Continual professional development in business is critical for Dive Industry Professionals working in the Global Diving Business Network. It's imperative that we stay current with business tools and technologies that make our businesses competitive and sustainable. In the business world, we need to keep up with the constant changes in products, markets, communications, and consumer behavior.

To be successful in the diving industry, especially as an Industry Planner, you have to have a passion for, and genuinely like people. Serving the needs of the divers in the global diving community is why we are doing what we do. Training agencies create diving courses that make diving as safe and enjoyable as possible. Their continuing educational programs and professional development conferences build on their integrity and safety. Diving equipment companies design and produce the safest equipment imaginable for underwater exploration and recreation. Retail Dive Centers work relentlessly to teach people how to dive, outfit them with the correct diving equipment, take them diving, and keep them active in the global diving community. The industry's main focus is for the safety and recreational enjoyment of divers worldwide.

Having a passion for diving, business, and people goes deeper than the present moment. Industry Planners need to be students of the industry. Knowing what has worked for us in the past 80 years and what has not is important. Having a vision for the future of the diving industry is critical in the global planning process. Knowing where the industry has been, where it is now, and where it is we all would like to go is the quest we are undertaking. ***The challenges, as***

we have found out in the past 25 years is that it takes time, money, and manpower to create and implement a workable plan of action that is capable of achieving our goals and objectives. I believe we are at that tipping point right now.

Creating a plan for the future success of an industry is similar to creating a plan that makes a good company a great company. To me, it's like putting together a puzzle. You have to have an image of what the outcome looks like, before you begin. You have to understand, or in many cases create the pieces of the puzzle that will end up in the final version. Then you have to align the pieces in proper order so that each piece integrates with the other pieces in the finished product. At some point in the process, planners will begin to see the progress well enough to believe that the final outcome is going to be achieved. That's the point I believe the Global Diving Industry is at right now.

Twenty-five years ago, the Dive Industry Association was created to *"Build a Better Industry."* The diving industry at the time was fragmented. Industry sales were flat. Annual numbers of initial certifications were declining. The number of retail outlets that specialized in diving was declining rapidly. Suppliers and vendors were operating their businesses and following their own agendas as if nothing was changing in the global economy. While the diving industry was declining, or remaining "flat" at best, two major socio-economic changes were taking place. Technology was advancing at an alarming pace and consumer behavior was going through a historical make-over.

People in the diving industry are not known for being *early adapters*. It would be more correct to classify industry professionals as being *late adapters*, or *slow to adapt*. We polled the businesses in the diving industry at the time and found out that a good number of diving businesses were in favor of a new Trade Association that would work with them to build a better industry. In April 2001 we incorporated the Dive Industry Association and created the byline, ***Building a Better Industry, One Member at a Time.***

In 2002, our Association conducted an industry-wide survey of the Retail Dive Stores in the U.S. We asked about their organizational structure, their profit centers in equipment, training, and travel, and their marketing efforts. We also inquired about their 5 biggest needs in the diving industry. The data we received helped us to formulate a strategic plan to work with the retail stakeholder group and create a plan of action to address their needs. We followed up on the retail survey by polling the diving equipment sales reps. The results of this survey helped us to understand important issues in the industry's supply chain. At that point we were able to work on the components of our vision that needed to be initiated. It was time to align the pieces of the puzzle and lay out a strategic plan that the industry could participate in and benefit from.

Working in a recreational based industry has its own unique challenges and opportunities. Understanding the industry takes time and casual observers rarely pay attention to your work because to them, it doesn't look like you are making any progress in solving their problems. The same thing goes for research and strategic planning. These are time consuming endeavors, and they are non-revenue generating by nature. Building a vision to better your business or your industry is part science and part art. Over the years we have been able to identify and work with the global diving community to determine their needs and create a global diving business network that meets their needs.

When our association was founded, we understandably began to focus on the trade aspects of the diving industry. As a Trade Association we communicated with diving equipment manufacturers, sales reps, retail dive stores, training agencies, and diving businesses in the travel industry. Ninety-eight percent (98%) of our membership came from these groups. We developed our marketing campaigns to include direct mail, elec-

tronic mail, print media, and face-to-face marketing at shows & events to promote our members and their companies. Our focus was on the sale of diving equipment and service, training, travel, and lifestyle products that were the main components of the supply chain. We built an incredible database of the diving industry trade and exhibited at more trade and consumer shows than any other similar organizations in our industry. Our membership saw the value in the services we provided, and we were delighted to have such a high annual renewal rate and loyal members.

As our marketing reach and frequency increased, so did our industry knowledge and effectiveness. We realized that having a good command of the supply chain from producer to wholesale buyer (dive stores) limited our market penetration and participation. We increased our focus to include Dive Industry Professionals in our calculus. Dive Industry Professionals include those of us who work part time or full time in the industry. While Dive Industry Professionals don't normally join our association as individual members, they are the people who work in the businesses we promote. ***Our immediate focus changed from targeting businesses to developing business relationships with the people who own or work in businesses that specialize in diving and adventure travel.***

The Dive Industry Association grew at a respectable pace for a number of years, growing steadily until the covid pandemic hit. The diving industry came to an almost all-stop shortly after the Our World Underwater Show in 2019. The next few years were devastating for the entire diving industry and the economic recovery that followed was slow and painful. Many of the dive shows, both trade and consumer, cancelled their events. Sales Reps were not calling on their accounts, and I don't know how many scuba instructors were still teaching diving during the pandemic lockdown. Our Association used that time wisely to bring on all of the Microsoft and Adobe software programs and training courses. We switched our marketing from in person and print to digital formats. We were able to increase our reach and frequency of our weekly press release service – Weekly News. We were able to turn our association newsletter into a trade magazine, The Dive Industry Professional, and be able to create, publish, and distribute it to the entire global diving community free of charge. The ability to create and publish our Trade Directory & Buyers Guide in-house saved us thousands of dollars and allowed us to offer it to the global diving community at no cost. Now, every buyer of diving equipment, training, travel, and lifestyle products can have their own up-to-date Buyers Guide that features our member suppliers.

As the pandemic began to wind down, the diving industry began a slow and painful recovery. I still don't believe that the industry has fully recovered but what I am sure of is that it has changed forever. The industry lost a number of diving businesses, including some consumer dive shows. The retail industry has changed dramatically, and consumer behavior has undergone a permanent change in how they shop and purchase products. The Dive Industry Association has taken up that challenge and added certified divers to our marketing campaign focus. After all, the reason we are in the trade business is because our trade partners hire Dive Industry Professionals, and sell their programs, products, and services to the entire global diving community.

In the last two years, we have continued our strategic growth agenda by adopting a five-point growth strategy that I have written about in the last few issues of The Dive Industry Professional. We will continue to implement this format to achieve our goals and objectives: 1) Awareness 2) Education 3) Planning 4) Execution 5) Measure & Analyze. As Industry Planners, we are looking at Industry Challenges that need to be addressed. Our strategic plan spells out our goals & objectives We choose Actionable Items that can achieve our Desired Outcomes. We create Key Results to measure our progress at achieving our Objectives.


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.

INDUSTRY NETWORK

The good news is that our new strategy is working. Quite well in fact. This past DEMA Show was the best DEMA Show in my 43 years of exhibiting. Last week we exhibited at Surf Expo's 50th year anniversary Trade Show. It too was the best Surf Expo I have exhibited at. Is it the economy, the industry, the events, or our strategy? I don't know. It may be a combination of all four. ***As a result, we've added more new members and recaptured more former members than ever before. Our annual renewal rate remains high, and we recently acquired some of the biggest names in the diving industry.*** Our message of working with our business partners and Dive Industry Professionals to reach the six million certified divers in the world who buy diving programs, products, and services is resonating well with the global diving community.

After twenty-five years of studying, researching, planning, achieving, succeeding, growing, and building a better industry, I believe we are at the tipping point of becoming an overnight success.

The purpose of our Association is still to Build a Better Industry. Our Mission is still to bring buyers and sellers together. Our current strategy is to become more inclusive in our marketing approach and to be as flexible as necessary in order to interpret the buying signals that we get from diving consumers, so that we can support our membership more effectively. As a Trade Association representing the diving industry, we plan to increase the number of suppliers in our membership, as well as the number of wholesale buyers that join us to improve their completive advantage in the industry. Our philosophy is that if an industry has 8,000 businesses in it, its Trade Association should have 8,000 members. Not 100. Not 1,000. All 8,000. Regardless of who your customers are. Regardless of which trade shows you exhibit at. Regardless of how you conduct your marketing campaigns. The best time to apply for membership is now.

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.

# # #



Building a Market for Dive Products

by Gene Muchanski, Editor
The Dive Industry Professional

The founding purpose of the Dive Industry Foundation is to *Promote Economic Development in Watersports.* That means we work in conjunction with the Dive Industry Association to support their mission of bringing buyers and sellers together in the Global Diving Community. There is tremendous interest in diving and watersports related activities on a global scale. Divers rely on the programs, products, and services produced by the Global Diving Business Network, who supply them with the diving equipment, training, travel, and lifestyle products they need to safely and comfortably enjoy diving and diving related activities. That's a tall order to fill but at least we know what is required of the Global Diving Business Network.

Defining the Watersports Market: Diving is a watersports activity, first and foremost. Before

we look at the market potential for the programs, products, and services that our industry designs, creates, and distributes, we need to understand the watersports activities that people participate in. As industry planners, we can then determine the types of support the public needs in order to safely participate in those activities. Once we have achieved a certain level of support, we can then focus on refining, expanding, and growing the market.

Watersports Activities: As Dive Industry Professionals, we need to keep our focus on diving and diving related watersports activities. Another factor to take into consideration is defining the sector of the diving industry we are addressing. It could be recreational, academic, scientific, military, commercial, or public service diving. In the recreational sector, we start with swimming, then snorkeling, then freediving, then scuba diving, then specialty diving, and finally, technical diving. Somewhere in the mix, I would recommend adding watersports specialty programs such as Water Safety, Lifeguarding, and Mermaid Diving. As Watersports Professionals we need to "own" the recreational watersports industry.

Recreational Diving Market: Our ultimate goal for recreational diving is to create a sustainable global diving community. Therefore, our industry priority is creating a market of active divers. We recommend that Dive Industry Professionals who work in the industry work together to teach people how to dive, outfit them with the proper equipment for their type of diving, take them diving, and keep them active in the diving community. The industry goal is not merely to create more divers, it's to create active divers who participate in the global diving community for life.

Creating the Market: The first step in building an active global diving community is education. ***It's our Instructors and Coaches who are creating the market for future diving and diving related sales.*** Once a person completes an openwater scuba diving program, they are ready to purchase gear that will allow them to continue diving. This is a critical point for our industry.

Getting certified as an Opewater Scuba Diver by a trained and licensed Scuba diving Instructor should not be the end of their enjoyment as a scuba diver. It should be the beginning of a lifetime of aquatic adventure. If the recreational diving industry is going to be a sustainable industry, it needs to create a path that leads to becoming an active scuba diver. Dive Industry Teaching Professionals should make every effort to become a new diver's equipment advisor as soon as they sign up for a scuba diving class, or refer them to someone who can be.

Rather than losing a potential customer for our industry, because of the lack of follow-through Industry Instructors and Coaches can refer their students to the Dive Industry Foundation and we will follow up with them. We'll them a free copy of our Dive Industry Trade Directory and answer any questions they may have about continuing their diving activities. We do this as a service to the Global Diving Community and will not share our contacts with others.

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

# # #



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 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

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



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

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

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

0445 – Bananarama Dive & Beach Resort – Travel, Resort – www.bananarama.com

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

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

0448 – Cressi – Manufacturer – www.cressi.com

RENEWING MEMBERS

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

0229 – Surf Expo – Shows & Events Producer – www.surfexpo.com

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

0348 – American Cylinder & Safety LLC – Training Facility – www.americancylinderandsafety.com

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

0352 – Plaza Beach Resort Bonaire – Travel, Resort – www.plazaresortbonaire.com

0401 – Scandi Divers Resort – Puerto Galera, Philippines – www.scandidivers.com

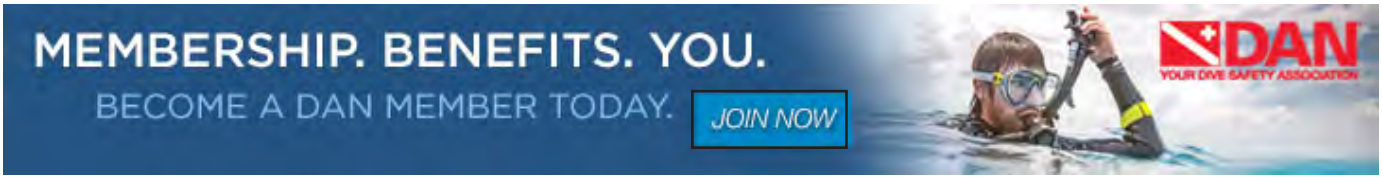
0407 – MASS Diving – Travel, Tour Operator – www.massdiving.com

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

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

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

0438 – ScubaFit, LLC – Service Provider, Fitness Training – www.scubafit.com



"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


ROATÁN
CHARTER
Escape the ORDINARY
1 (800) 282-8932 | Info@RoatanCharter.com | www.RoatanCharter.com


DIVE INDUSTRY
FOUNDATION
PROMOTING ECONOMIC DEVELOPMENT IN WATERSPORTS
Dive Industry Foundation
501 (c)(3) Non-Profit, Tax Exempt
Charitable, Educational Organization
www.diveindustry.org