



Introduction

Video Wall at DEMA

Press Release

Scuba Educators International has made considerable changes this past year and you can see just how much change has happened to bring SEI into the 21st Century at DEMA. We will be located in Booth 833 near the entrance of the show and within eyesight of the DAN booth.

From what we believe is a DEMA show first, we will be show casing the first Video Wall as our booth backdrop. This wall will be two 10 feet X 8.5 feet Video walls. One of the walls will be featuring video work done by Frazier Nivens of Ocean Imaging. Frazier has so many Emmy awards for his underwater work he had to build a room addition onto his home to hold them all. Just kidding on the room addition, but I have lost count of the number. The other section will feature on site interviews with those folks that have built the dive industry over the past 40-50 years and today.

On Veterans Day, day one of the show, at 11:00 AM, Scuba Educators International will honor the Veterans of the USA and our NATO Allies and the Video wall will play have a huge impact in the ceremony. If you are a veteran of the US military or one of our NATO allies, we would love for you to be at our booth to assist us in honoring your sacrifice for your country and the world. If you are not a Veteran, be there to support our veterans.

DEMA will be the launch of many new and exciting programs that SEI is now offering. We will be introducing new Standards that will bring new innovations to training into the mix. You will also see how you can save money by doing business with SEI. We have the lowest per student cost of e-learning in the industry. One of the lowest Instructor renewal fees and materials fees in the industry. Our management team comprises some of the most experienced Dive Operators available. Over 100 years of actual Dive Shop and Independent instruction experience that is available to our membership for nothing more than your Instructor Dues.

We have a new website and new e-learning for our Membership. You can stop by and view it with our IT team. Something we are very proud of is our new Veterans Training Program. We will be interviewing prospective Instructors and Dive Shops to become trainers for this program. This will be a process, so it will not be available to everyone. DEMA will provide

you with the opportunity to meet our Military Liaisons to ask questions and get interviewed. We do suggest that you make an appointment prior to or during DEMA to make this happen. What's going on at SEI, you might ask. Stop by booth 833 and see for yourself.

DEMA 2025 Happenings!

Dear Scuba Educators International Dive Centers and Professionals,

DEMA 2025 is just around the corner, and SEI is thrilled to be heading to Orlando! We can't wait to reconnect, celebrate, and share what's ahead for 2026. Be sure to stop by **Booth #833** to say hello and explore the exciting updates we've been working on. We've also planned a few special moments throughout the week to bring our community together:

Monday, November 10 at 7 PM

Join us for a casual meet-and-greet at **Café Tu Tu Tango** (8625 International Drive, Orlando). It's the perfect chance to catch up with old friends, make new ones, and kick off DEMA with good vibes and great conversation. Food and drinks are on your own—connection and camaraderie are on us.

Tuesday, November 11 at 11 AM

We'll pause all booth activity to honor our veterans. Dan Orr will lead us in a heartfelt tribute with a Call to Attention and salute as the National Anthem and NATO Anthem play. Veterans visiting the booth will receive a USA Veteran lapel pin or NATO flag pin, while supplies last. Please join us in this moment of gratitude and recognition.

Wednesday, November 12 at 8 AM

Let's show up strong for the **DEMA Breakfast!** Your presence matters, and we'd love to see SEI well represented.

All Week Long at Booth #833

We'll be diving into conversations about how SEI can support your organization, ways to get involved in the **Military Veterans Program (MVP)**, and opportunities for crossover certifications. The booth will be buzzing, so if you'd like to connect with a specific SEI leader, just ask—we'll have schedules available and can help set up a time. We're counting down the days and can't wait to see you at DEMA 2025. Let's make this year unforgettable.

Warm regards,

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