THE DIVE INDUSTRY PROFESSIONAL

February 1, 2026 - Vol 26, Issue 2



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Welcome to the February 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, ***So, What's The Plan.*** Divers are very good at planning their dives. It's a concept that was taught to us early in our scuba diving course. ***Plan Your Dive and Dive Your Plan.*** So why don't divers who go into the scuba diving business plan their work and work their plan? This article explores this strange conundrum. Successful business planning is actually a part of the process of working your business and we show you how to make it work for you.

Our Business Network Series talks about how to ***Build a Better Business.*** We all want to make the diving industry better and we want it to grow. Industry growth is an outcome that is achieved when dive businesses become better businesses. You want to help build a better industry, then do everything you can to make your own business better first. If all of the diving businesses focus on being the best they can be, the industry will become better as a result.

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.

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diveIndustry ASSOCIATION Monthly Newsletter

Trade Publication
The Dive Industry Professional
EDITOR: Gene Muchanski

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EDITORIAL



So, What's The Plan?

by Gene Muchanski, Editor
The Dive Industry Professional

Last month's editorial was entitled Building a Better Industry. To follow up on that topic, this month's editorial was going to be Build a Better Business. After a little discussion with a few colleagues in the industry, we decided to turn the editorial into a full article under our Dive Industry Network Series and write a new editorial. Allow me to explain.

The purpose of our Trade Association is to ***Build a Better Industry***. An economically healthy industry that is growing and has a high degree of sustainability. An industry that provides the best programs, products, and services for the global diving community. An industry that is a good steward of the environment and its natural resources. An industry that has the business savvy to operate ethically, in an organized, educated, and professional manner. An industry that has an organized and fluid channel of distribution that professionally manages the flow of goods and services seamlessly from producer to consumer. An industry that understands the transition of our core competencies from conception to consumption. To build a better industry you must have good businesses that operate in it. To have good businesses, an industry must have a Trade Association that is actively engaged in its research, education, planning, and management. An Association that brings together the best and the brightest individuals within our industry to strategize, plan, and implement a pathway to success***. I believe we are that Trade Association.***

Building a better industry and building a better business is a long-term, life-long commitment to excellence. ***An editorial should be a current snapshot of what is trending in our industry as of today. What's new, what's now, what's next? You want a better industry and a better business, So What's Your Plan?***

Planning is in the Diver's DNA: The Learning phase of our life is a critical one. I'm talking about the period in our life where we undergo initial learning for our career and future lifestyle. In my ten years of initial learning, I studied diving (scuba, hard hat, mixed gases, diving instructor, diving supervisor), military operations (Submarines, Diving, Salvage, Mobile Operations, Supply), and University (Marketing, Entrepreneurship, Retailing). In every instance, planning was stressed as a prerequisite to action. ***It is comprehendible to me that divers in our industry who "plan their dive & dive their plan" don't have a plan for the successful operation of their business or their industry.*** In my opinion, anybody that has a business in the diving industry should ***Plan Their Work and Work Their Plan.***

After 45 years of working in the planning and consulting business, I am starting to think that we have been looking at the art and science of planning in the wrong perspective. Were we led to believe that planning was a passive activity and purely academic in nature? Were so many people turned off to planning because they thought of themselves as people of action, and thought that planning was a waste of time? Maybe. I do have to give non-planners the benefit of the doubt because I've seen too many business consultants in the halls of academia that never had any real-world experience in business, and they treated business planning as an academic,

pre-business exercise that entrepreneurs needed to undertake before they went into business for themselves. As a life-long Dive Industry Business Planner, Business Consultant, and former Marketing Professor, I am convinced that business planning is essentially a major part of the entire business development model, but it is not an isolated exercise that only takes place prior to the opening of a business, doomed to end up unread, on somebody's book shelf. ***It's time to redefine what business planning is and why it is necessary for the success of both start-up and ongoing businesses in the Global Diving Industry.***

A New Planning Paradigm: There are many types of plans that people use in business. In the diving business community, we tend to differentiate them as business, marketing, operational, strategic, and event planning. I think it will serve the Global Diving Business Network best if we focus this year on planning as an integrated part of our campaigns and events. Good planning is more than what you might have previously thought it was. I don't want to let the cat out of the bag right now and spoil our future article series on planning, but the act of planning is not at the beginning of a process. It's actually in the middle. Planning is something you do after you decide what it is you want to do. We call that planning with a purpose.

Getting Tings Done: We are going to make planning work for us in the 21st century diving industry. Let's just call what we will do, "Making Things Better." We'll start the process off with an assessment. Let's capture where we are in the present moment. We do that by conducting research or conducting an audit. Next, we analyze the data that is collected to determine our present position. The next step is to create an image or description of where we would like to be. What will we look like when the project is finished. The challenge then becomes how to work on the difference that exists in where we are and where we want to be. We have to create milestones or objectives that must be achieved in order to make the transition complete. What actionable items do we have to undertake to achieve our objectives? We will have to have measurable key results that have to be accomplished in order to achieve our objectives. It sounds like a lot of work, but we have a plan for it. So, can we count on you to help us with these 5 steps for making the industry better? 1) Assessment 2) Planning 3) Action 4) Measurement 5) Achievement.

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.

# # #



INDUSTRY NETWORK



Build a Better Business

by Gene Muchanski, Editor
The Dive Industry Professional

Our Editorial last month was Building a Better Industry. Within minutes after we published the editorial, my phone rang off the hook. Most of the calls were short and to the point, but one call came from a well-respected Dive Industry Professional that lasted about two hours. My friend agreed with our approach at ***Building a Better Industry*** but was quick to point out many of the current challenges facing the 21st Century diving industry.

As I explained to my colleague, as an Industry Planner I am focused on our industry's bigger picture. We created a trade association 25 years ago to define the organizational structure of the industry and identify the programs, products, and services that are created, distributed, and sold through the industry's channels of distribution. Our mission is to bring buyers and sellers together but in order to do that we need to study and document the best ways to facilitate the flow of goods and services from producer to consumer. An industry is not sustainable if it does not have a sound organizational structure. Much like a house, it has to be built on a good foundation. And after it's built, it has to be managed and refined as it grows.

As a Trade Association, our organization works with businesses in the diving industry that produce programs, products, and services for diving. A big part of our responsibility to the producers is to identify, understand, and work with the Dive Industry Professionals who work in the industry, either on a full-time or part-time basis. In order to help bring buyers and sellers together successfully, it is imperative that we also identify and understand the end users. It is the end users who determine if an industry is going to survive or not.

A trade association can work with various components of the industry to study and recommend best practices for production, distribution, marketing, and economic development and growth but it's up to the individual businesses in the market to produce the right products, at the right price, for the right customers. To be able to do that, every business in the diving industry needs to focus on being the best business they can be. ***To be considered a good industry, it is imperative that we have good businesses.*** Good businesses become great businesses by continually focusing and improving on their core competencies. Good niche markets become great markets by having industry sectors and stakeholder groups that properly integrate with each other to produce workable, profitable, and successful outcomes. ***Successful outcomes don't just happen by default. They are planned for and executed by the businesses and stakeholder groups that have a vested interest in the success of the industry.***

Make it a Priority: Building a better business starts with a decision to make it a company priority. That applies to every business in the diving

industry, regardless of whether you are a sole owner-operator, a mom & pop small business, or a multi-million-dollar corporation. Someone has to do what the business was set up to do, and someone has to run the company that is the legal and business framework for what you do.

Allocate Resources: Runing a business takes time, money, and manpower. If you want to stay in business, doing what you do, then commit to allocating the necessary resources that make it possible to run a successful business. The best strategy for allocating resources to manage your business is to make it scalable. Allocating too much attention to running a small business could be as unproductive and costly as spending too little time managing a growing business. Start off with a good business foundation and build your organization as it grows. As your business grows, invest in new tools, technologies, and business practices to properly manage your growth.

Keep Adapting to Change: Building a better business is a never-ending challenge. There is only one constant in the world of business and that is there will always be change. Make change work for you. I earned my degree in Marketing 45 years ago, but my business education continues to this day. Believe me, the world of business has changed in 45 years. It's still changing and at an accelerated rate. If you want to be successfully engaged in business, you have to make professional business development a constant activity in your career. It has to be a life-long commitment and a top priority for you.

Focus On What You Do Best: Every business has their strengths and weaknesses. It is best to build on your strengths and work with your weaknesses. One of your strengths should be your core competencies. If it isn't, maybe you're in the wrong line of work. But if it is, then maybe that is what you should focus on. If running a business is a weakness for you, you have two viable options. You can either learn more about business issues or you can delegate the business responsibilities to someone who understands business better than you do. Ignoring your business problems or continuing to do things the wrong way are not intelligent options.

Learning something new is not as difficult as you think. I do it all the time. ***Where Dive Industry Professionals get bogged down is in their desire to learn something new.*** They learned how to be a better diver and a better instructor because they love diving and they enjoy teaching diving. But when it comes to running a business, some dive professionals don't like it, may think it's boring, or they would rather do something else with their time, money, and manpower. And that's OK. Understanding how you feel about doing certain things is enlightening. It's always your choice to make.

Become Engaged in the Industry: You should always be building a better business but don't be a silo entity. Open yourself up to the concept of shared knowledge, experience, and marketing promotion. If it is your responsibility to manage the business issues in your company, then becoming actively engaged in the global diving industry will pay immense dividends for you and your company. There are many advantages to networking with people who are in the same boat as you are. There is strength in numbers and there is plenty of wisdom and experience to be shared amongst colleagues. For the diving industry to grow in the new millennium and achieve some type of reasonable sustainability for a brighter future, we need to learn how to play better with others. The recreational diving industry is a small sandbox of fragmented businesses. If all businesses in the diving industry would learn to play well with the other dive businesses and stakeholder groups, I am confident that our industry would grow by leaps and bounds.

# # #

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

SHOWS & EVENTS







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 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

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

0449 – HEAD Watersports – Manufacturer – www.mares.com/en/about-head-group

RENEWING MEMBERS

0013 – Riptide Sales Group – Sales Rep Group – www.RipTideScuba.net

0059 – Mer Made Consultants – Professional Educator – Lsadler@usc.edu

0073 – Discovery Diving Co., Inc. – Dive Store & Dive Operator – www.discoverydiving.com

0074 – Scuba Diving International (SDI) – Training Agency – www.tdisdi.com

0135 – Prescription Dive Masks – Manufacturer – www.prescriptiondivemasks.com

0163 – Diveheart – Non-Profit Organization – www.diveheart.com

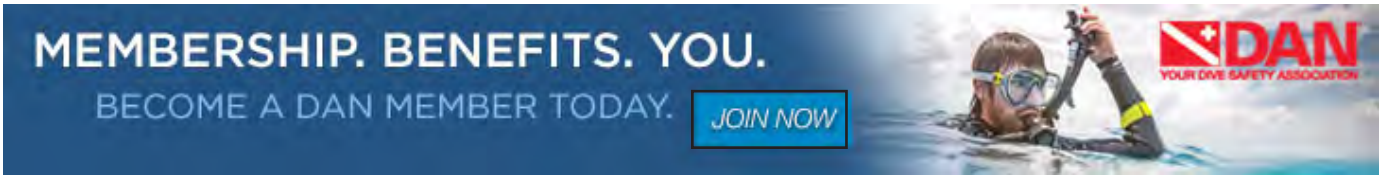
0210 – Sea Robin Cozumel – Travel, Dive Operator – www.searobincozumel.com

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

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

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

0272 – Big Blue by Roland St John – Manufacturer – www.bigbluedive.com




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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.

MEMBERSHIP RENEWALS

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

0320 – Undersea Showcase, Inc – Travel Media & Advisors – www.facebook.com/underseashowcase

0331 – Innovative Scuba Concepts – Manufacturer – www.innovativescuba.com

0346 – Beqa Lagoon Resort – Travel, Dive Resort – www.beqalagoonresort.com

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

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

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

0351 – Dream Weaver Travel – Travel, Wholesaler – www.DreamWeaverTravel.com

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

0353 – NAUI Worldwide – Training Agency – www.naui.org

0357 – Lita's All Natural LLC – www.LitasAllNatural.com

0362 – Mayan Princess Beach Resort – Travel, Dive Resort – www.mayanprincess.com

0369 – Stream2Sea – Manufacturer – www.stream2sea.com

0374 – XINSURANCE – Service Provider, Insurance – www.xinsurance.com

0380 – Eugene Skin Divers Supply – Retail Dive Center – www.eugeneskindivers.com

0394 – SeaCure Custom Mouthpiece – Manufacturer – www.seacuremouthpiece.com

0395 – Go Deep Scuba – Travel, Tour Operator – www.GoDeepScuba.com

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

0406 – Kids Sea Camp – Travel, Wholesaler – www.familydivers.com

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

0420 – Ultralight Camera Solutions, Inc – Manufacturer – www.ulcs.com

0423 – Villa on Dunbar Rock – Travel, Dive Resort – www.dunbarrock.com

0424 – Cabanas on Clark's Cay – Travel, Dive Resort – www.clarkscay.com

0429 – The LZK Group LLC (ZooKeeper) – Manufacturer – www.lionfishZK.com

0431 – Sierra Diving Center – Retail Dive Center – www.sierradive.com

0434 – MGW Productions – Video Production – www.mgwpro.com

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

0441 - Spirit Liveaboards – Travel, Liveaboard – www.spiritliveaboards.com

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


DIVE INDUSTRY
FOUNDATION
PROMOTING ECONOMIC DEVELOPMENT IN WATERSPORTS
Dive Industry Foundation
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