THE DIVE INDUSTRY PROFESSIONAL

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Welcome to the December 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 through our use of 21st Century marketing tools and technologies.



In this month's issue we begin with our editorial, ***Customer Perception vs Your Definition.*** Today's consumers are more interested in what you can do for them than how you define your business or the products you sell. Labeling our retail businesses as a dive store, surf shop, or freediving center may be limiting our exposure, sales, and growth. Is your Dive Center losing spearfishing sales to fishing tackle stores and marinas because spearfishing enthusiasts think of themselves as fishermen rather than divers? It's a perception thing, and regardless of how you label your store, the only thing that matters is what the customers think.

Our Business Network Series talks about ***Exhibiting at Surf Expo.*** A common question we get from Dive Industry Professionals is why we are exhibiting at Surf Expo. After all, aren't we in the Diving Industry? Surf Expo is celebrating their 50th anniversary in January. A lot has changed in 50 years in the watersports business, especially in the global diving community. The retail industry and their suppliers unfortunately have not changed quickly enough with the changes in consumer behavior. There is a paradigm change taking place in the Global Diving Business Network and we like to think that we are leading the industry into a brighter future.

Our DIVE LOCAL article focuses on ***Dive Industry Sales Agents***. As part of our professional business development series, we continue talking about the importance of Manufacturing Sales Reps in our 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.

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EDITORIAL



Customer Perceptions

by Gene Muchanski, Editor
The Dive Industry Professional

They say that beauty is in the eyes of the beholder. So are perceptions. As a Dive Industry Professional, you might think it is important to spend a considerable amount of time thinking about who you are as an industry professional and how your business is defined, so that you can communicate that idea to your potential customers in hopes of getting them to see your business as you do. That concept may have had some degree of validity to it in the past, but I don't think it applies as much in the 21st century***. I believe that today's consumers are more interested in what you can do for them, rather than who you are or how you see yourself.*** What you can do for your customer is more important than how you define yourself.

The age of consumerism took a new direction after World War II. The industrial age that began in the 1900's changed from a war-time economy to the great post-war economic boom of consumerism. The economic focus had been on how programs, products, and services were made. NAICS codes were developed to define industries and what they made. As the age of consumerism took hold, the economic world view shifted from how things were made to how things were sold.

Sellers of products defined themselves as wholesalers, retailers, catalog showrooms, mail order houses, and a newly created concept - suburban shopping malls. The insatiable appetite for goods and services put consumers in the driver's seat of the economy and market focus shifted from manufacturing to retailing. Considering the fact that retailing is part of the supply side and the demand side of the economy, a significant paradigm shift in both supply & demand side economics was about to take place.

This is the era the global diving community is familiar with and in some respects, still clings to. Specialty manufacturers strategically focused on selling their products to specialty retail stores such as sporting goods stores, dive stores, surf shops, boating supply stores, and fishing tackle stores. That is how resellers defined themselves, and the practice continued for many years to follow. If you have been in the diving industry since the 70's or 80's you have seen the shift from sporting goods stores to dive shops, to dive centers, to adventure sports centers. You may have also seen the shift from brick-and-mortar stores to mail order sales, to internet selling. Forty years ago, there were over 2,400 dive stores in the United States. Today there are less than 900.

The number of sellers in any given market is proportionate to the number of buyers that rely on their goods and services. As the number of buyers decreases, so does the number of suppliers. The retail industry has historically been the link between the buyers and sellers in the global economy. They are the undisputed connection of supply side and demand side economics***. It is time in our industry's history for the retail industry to make a paradigm shift and take the lead as the major stakeholder group of the Global Diving Community.*** As members of the Global Diving Business Network, Dive Retailers are the bridge that connects buyers and sellers of diving equipment, training, travel, and diving related lifestyle products. Being both buyers and sellers in the Industry Channel of Distribution, retailers are in a unique position of strength and lead-

ership. ***They are in constant contact with the consuming public on a daily basis and are the stakeholder group that understands consumers the best.*** Their knowledge of current consumer behavior can propel their stakeholder group to become prominent in the industry.

Dive Retailers, by now, should have figured out that consumers have taken the predominant role in the global economy. Consumers today are more educated than they have ever been, and they know how to do their marketing research. ***They know what they want, and they have developed new purchasing skills that are more compatible with their 21st Century lifestyle.*** The best thing that retailers can do today is become experts in consumer behavior.

The art and science of marketing is about moving products from conception to consumption, through channels of distribution. The process doesn't start with manufacturing anymore. It begins with marketing. Marketing is involved in product development and relies on its understanding and connection with the consumer. As finished products work their way through the channels of distribution, it is up to marketing to know how, when, and where, the consumers will make their purchasing decisions.

Understanding customer perception is how Marketing Professionals can be successful in the distribution and sale of programs, products, and services. Manufacturers and Retailers have historically defined who they are and set up channels of distribution accordingly. They make decisions based on their assumptions of how they think their customers perceive their products and how their customers make their purchasing decisions. The actual results show us how aligned their corporate definition is compared to their customers' perception.

There are many examples of ongoing conflict of perception vs definition in the diving industry. Much of this conflict has become more apparent since the global pandemic that had a devastating effect on our economy, but the underlining causes have been in our industry for many years. The pandemic changed the way consumers think about products and how they purchase them. Perception and definition differences are present in manufacturing, distribution, retailing, advertising, and marketing. Especially in trade show exhibiting.

Let's take the example of the production, distribution, and sale of masks, fins, and snorkel. Some producers define them snorkeling equipment, while others label them as scuba diving equipment. Would you be surprised if I told you there is a considerable market for them as sporting goods equipment, gift shop merchandise, and pool and water toys. If you were distributing these items, would you sell them in dive stores, sporting goods stores, free diving stores, boat supply stores, fishing and tackle shops, pool supply stores, or resort gift shops? If you were purchasing these items for resale in your business, would you write orders at a dive show, surf show, boat show, outdoor show, or home improvement show?

It is time to stop narrowly defining ourselves and start telling our customers what we do for them. If they believe we can fulfill their needs, it really doesn't matter how they label us. We could be their dive shop, watersports center, sporting goods store, or outdoor adventure outfitter. The important thing is to know is how our products can meet our customers' needs.

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



Exhibiting at Surf Expo

by Gene Muchanski, Editor
The Dive Industry Professional

As a Dive Industry Professional you might want to ask, "Why is Dive Industry Foundation exhibiting at Surf Expo?" The answer is simple. The Surf Expo is a Trade Show that specializes in watersports and watersports related products. In her book, Trade Show In A Day, Rhonda Abrams of The Planning Shop said, *"At a trade show or expo, the primary action takes place on the exhibit hall floor. Attendees are there to visit booths, and all non-exhibit activities are secondary."* We exhibit to identify and meet with watersport product exhibitors and the thousands of qualified retail buyers who attend. At a trade show, attendees are there to make purchases for their business. Trade Shows are order-writing shows.

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 diving 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. As a research and educational foundation, our mission is to facilitate the movement of goods and services between buyers and sellers in the global diving community.

The Surf Expo is owned and operated by Emerald X, LLC. January is Surf Expo's 50th Year Anniversary. Surf Expo has always been known as *the* active lifestyle expo filled with watersports and board sports hardware, soft wear, and apparel vendors. Surf Expo has been very innovative in showcasing their exhibiting categories that have included Surf, Skate, Wake, Paddle, Dive, Boutique, Shoreline Outdoor, Resort, Souvenir, Swim, Footwear, and Coastal Gift & Décor.

Surf Expo introduced a Dive Category at their September 2011 Expo. Their 2011 Exhibitor Guide stated their focus for introducing a Dive category. *"Dive – Surf Expo announces its introduction of a new product category this September – Dive. The category launch will focus on snorkel, swim, freedive and spearfishing; recreational diving products that encompass a strong, growing market for surf, resort and watersports shops everywhere."* Introducing exhibitors from the diving community to the Surf Expo was a great move forward, although I do not believe the industry fully took advantage of the opportunity. At that time, snorkeling equipment was perceived to be a product line that was only sold in sporting goods stores and the equipment vendors were reluctant to exhibit their professional scuba equipment lines and their sporting goods line at the same show. Their rationality was that retail buyers who attended Surf Expo were only interested in their sporting goods line and not their scuba pro-dive lines. Times have changed. Wholesale buyers have changed.

The global diving industry has changed considerably in the last 15 years. While there has been an increase in the number of diving instructors teaching classes, there has been a decline in the annual number of newly certified divers. The travel habits of divers have changed in the global diving community. There is less local scuba diving activity and more scuba diving, snorkeling, and freediving activity happening at dive resorts worldwide.

Retailing in the global diving community has also undergone significant changes. There are less dive stores that specialize in scuba diving-only but more retail operations that sell scuba diving, snorkeling, freediving, and spearfishing equipment. Our research has indicated that the dif-


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ference in perception of what is technical diving equipment, pro-dive equipment, sporting goods equipment, and recreational toys is evolving every year, in the minds of the consumer. Consumers in the 21st Century are purchasing their diving, diving related, and watersports products from dive stores, surf shops, fishing supply stores, boating supply retailers, watersports retailers, resort destination gift shops, sporting goods stores, big box retailers, and the internet. Buyers from each of these location types are looking for guidance in choosing the best venue to order their merchandise from. We are here to help them do just that.

As a Trade Association, our mission is to coordinate the movement of goods and services in the industry's channel of distribution by bringing buyers and sellers together. We consult with diving equipment and apparel suppliers to help them identify the best venues for exhibiting their products to qualified wholesale buyers. We work with the wholesale-retail trade to identify which venues are more likely to showcase the programs, products, and services they purchase for resale. We offer our services as Industry Buyer Relations Managers to the buyers and sellers in our Global Diving Community.

Surf Expo is conducted in January and September every year. The venue is the Orange County Convention Center in Orlando, Florida. One of the largest conference centers in the world. Orlando has fabulous support from Hotels, Restaurants, and Entertainment Centers. The area is served by Orlando International Airport and is within driving distance to at least 25% of the dive stores in the United States. Florida accounts for 25% of the dive stores which means that it represents a sizeable portion of our industry's GDP (Gross Domestic Product) in the United States. Surf Expo is focused on being an all-inclusive Watersports Trade Show. There is considerable space to conduct sales meetings and seminars for exhibitors and buyers. ***The expo is only three days long and qualified retail buyers can register for free.*** The Surf Expo is conducted by Emeral Expositions. Surf has six Sales Category Managers to help you select the best booth space for your company needs. Their Buyer Relations Staff works with exhibitors to connect with registered buyers that attend the shows. Surf's Marketing, Operations, Accounting, and Show Director Staff do everything they can to make your Trade Show Experience as seamless and prosperous as possible.

The September Expo is the perfect time of year for a buying Trade Show. Qualified Retail Buyers from Florida and the Caribbean attend the expo to purchase inventory for the Christmas Holiday Season. Retail Buyers from the diving community are looking for all types of diving equipment and are getting more serious about carrying apparel at their stores. Watersport Retailers are increasingly more interested in carrying diving equipment, freediving gear, spearfishing products, and diving related apparel. We think that exhibiting at and attending Surf Expo is the perfect way for exhibitors to increase their number of retailer customers, and for qualified retail buyers to add new vendors and product lines to your store. It is a WIN-WIN for both buyers and sellers.

The Dive Industry Association and Dive Industry Foundation are committed to bringing buyers and sellers together to grow the Global Diving Community. We are actively working with Shows & Events Organizers to bring a trade component to their events, shows, expos, and conferences. We have taken it upon ourselves to be the Buyer Relations Professionals for the Dive Retail Network and their Vendors and Suppliers. Please contact us if you need more information about exhibiting at or attending Surf Expo. We will put you in contact with the proper Surf Expo Staff.

The Dive Industry Foundation relies on generous donations from Dive Industry Professionals like you. Please support our research today. 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 Industry Sales Agents

by Gene Muchanski, Editor
The Dive Industry Professional

Sales Agents in the diving industry are an indispensable component of the global diving business network. From a trade level perspective, they are the link between the buyers and sellers of wholesale programs, products, and services, in our industry. It's from this general description that we will define what Sales Agents in our industry currently do and what type of companies they work for.

Although Sales Agents have been a critical part of our industry from the very beginning, their job description, function, and areas of responsibility have evolved, expanded, and changed over time. There has never been a standard definition or job description for Dive Industry Professionals who perform the duties of Sales Agents. Hopefully we can clarify some of the misconceptions about sales agents and their duties and responsibilities.

In the Global Diving Community, we have businesses that produce, distribute, sell, and service diving and diving related programs, products, and services. These businesses make up the Global Diving Business Network. They are part of the Supply Chain, which means they supply the diving community with the diving and diving related products we need to dive. The major categories of goods that are produced for divers are diving equipment, dive training, dive travel, and lifestyle products. The are a number of industries in each category that produce these products and services. The best way to understand the duties and responsibilities of Sales Agents in our industry is to look at each category and explain their unique channel of distribution and how Sales Agents fit in.

Diving Equipment Sales Agents: Diving equipment sales on a wholesale level are conducted by employees, contract salespeople, and sales companies. In the case of original equipment manufacturers or specialty manufacturers, conducting wholesale trade with a Merchant Wholesaler, sales are usually handled by in-house employees. In the diving industry, it has been the custom to include manufacturers and the wholesale trade as members of one stakeholder group that we refer to as Manufacturers-Distributors. It makes more sense for me to refer to them as equipment vendors, or suppliers to simply matters.

If an equipment vendor is small or has a limited number of accounts, wholesale transactions are usually conducted by the owners themselves or a small sales department. Their sales department might consist of an inside-sales person, outside sales agents, or a combination of the two. Rarely does a small equipment vendor go through the expense of hiring and managing a sales team of their own. While these small vendors may have a few employees that conduct sales for them, we don't classify them as Sales Representatives, Sales Agents, or even Sales Advisors. We refer to these Dive Industry Professionals as employees of the manufacturer-distributor.

The larger equipment vendors are more likely to have a complete sales team, headed by a Sales Manager, and supervised by a Sales Director or a Vice President of Sales. Equipment vendors in the past have used a combination of employee salespeople and private contractors for their sales team. Companies that use private contractors usually employ a Sales Manager or Sales Director to manage their sales department. ***Private contractors are classified as Wholesale Trade***

Agents and Brokers, according to NAICS Code Sector 42, Subsector 425. That means that Sales Agents are members of their own stakeholder group, and the diving industry should treat them as such. The Dive Industry Association recognizes Sales Representatives, also called Sales Agents or Sales Advisors, as members of their own Industry Stakeholder Group. The full NAICS Code for Wholesale Trade Agents and Brokers is 425120.

Repping Companies: An alternative to building your own sales department using hired sales managers and independent contractor sales agents is to hire a Sales Rep Company. Sales Rep companies have been in the industry for many years but recently have grown in number and sophistication. Companies like Riptide Sales Group typically represent multiple diving and diving related suppliers and manage their own sales team. Independent Sales Rep Companies provide in-house sales and service, territory sales management, trade and consumer show exhibiting, and order writing during dive store visits, at consumer dive shows, and watersports trade shows.

Successful Sales Repping Companies have the potential to grow into full-service sales and marketing management firms by adding a number of marketing services that include press releases, marketing & advertising campaigns, as well as catalog, dealer price list, and website production. ***Full-service Sales & Marketing Firms can become the predominant link between suppliers and wholesale buyers in the future global diving industry.***

Different Titles for Sales Reps: In the diving industry, diving equipment salespeople are referred to as Sales Representatives, Sales Reps, Sales Managers, Sales Agents, and Sales Advisors. Some companies refer to them as District Managers or Territory Managers to show they manage a given territory in addition to conducting sales. Sometimes their title and responsibilities are defined by the territory they represent, like Northeast (NE), Southwest (SW), etc. It all depends upon the company. *It is advisable to consult with your company Legal Advisor when dealing with titles and job descriptions for your employees and private contractors.*

Duties and Responsibilities: Sales Reps are responsible for opening up new accounts. One of their goals should be to increase market penetration. Sales Reps are responsible for maintaining their dealer base by periodically visiting their dealers, giving sales presentations, writing orders, and following up on their orders. Their goal should be to increase market share for their company. Sales Reps are responsible for training their dealer base pertaining to equipment function, equipment features & benefits, and equipment maintenance. ***Sales Reps are the direct link between the manufacturer and the dealer.*** It is their job to maintain a strong business relationship with their Dealers and be their go-to person for all aspects of vendor-dealer relations.

Sales Representatives are usually called upon to exhibit at consumer dive shows to interact with their dealer base and many times to represent the company they work for. Personally, I would prefer that company employees be hired to represent the company to the buying public at consumer dive shows while the Sales Representatives make it their priority to meet and interact with current dealers and any prospective dealers interested in carrying their line. I honestly believe there should be a trade component at every consumer dive show, and I've shared that opinion with many shows & events producers.

Industry-Wide Sales Rep Survey: Dive Industry Association conducted an industry-wide survey for Sales Reps back in 2002. Our research findings were used for many years to recommend policy and standard operating procedures for Reps and their companies. We learned some very interesting things about this stakeholder group. The average Sales Rep at that time worked for 5 companies, managed 163 accounts, in a 7-state territory, and spent 183 days away from home calling on accounts. Because of their company and product knowledge and their

excellent dealer relationships, Sales Reps wrote over 1.2 million dollars in sales and enjoyed an average gross income that rivaled the salary of senior executive managers. The downside was that they spent, on average, over $33,000 a year on business travel.

Sales Repping Has Changed: An interesting fact is that Sales Reps back in 2002 ranged in age from 41-60 years old with the average age being 52. So, we knew 23 years ago that the average Sales Rep would be at retirement age today, which has actually happened to some degree. Without a doubt, repping in the diving industry has changed in the last 23 years, especially since the covid pandemic. There have been vast changes in diving equipment manufacturing and how they interact with their dealer base. Sales and marketing campaigns have changed completely, and shows & events are no longer the leading venues for order writing. Digital marketing has made extravagant changes to the way we promote and distribute our products, and face to face marketing has evolved into a hybrid form of, but still dominant, communicative sales tool.

Paradigm Shifts for Diving Industry Sales Agents: In the past ten years or so, many of the industry's senior Sales Reps have retired or sought employment in other industries and are no longer working in the industry. There have been considerable mergers and acquisitions in the manufacturing sectors, which understandably has caused a significant realignment of the Sales Rep workforce. A number of training agencies have allowed their Training Representatives to also work for diving equipment companies, as Sales Representatives. Some companies are using hybrid forms of sales and marketing concepts such as opinion leaders, brand ambassadors, social media influencers, and affiliate partners. ***Considering the fact that the market for diving and diving related products has changed drastically, it is time to reestablish our channels of distribution for the programs, products, and services that flow from producers to consumers. We need to reevaluate our producers, distributors, and consumers in the global diving community.***

The 2026 Industry-Wide Sales Rep Survey: It is time to conduct the Sales Rep survey again. We are asking all current Sales Reps to complete the survey. We will start by defining how the industry moves products from sellers to buyers. Are we still using Sales Reps? Are they employees of the suppliers or private contractors? Are suppliers contracting with Sales Rep Companies that provide marketing and sales services? Is being an Independent Sales Agent the preferred sales career option in the 21st Century? Let's conduct the research and analyze the data. Then we (the industry) will be able to see how much momentum we have either gained or lost since the pandemic and with the development of the new market for diving and diving related products.

We have designed our survey in three parts. Part one is linked here. 2026 SURVEY. The survey is the same as in 2002. The objective is to first define and analyze our current industry sales force.

Follow-up survey #2 will focus on the current tools and technologies that the industry sales force is using to bring suppliers and wholesale dealers together. Follow-up survey #3 will be to look at the marketing tools and technologies that the industry uses to communicate sales messages to the final consumer. We are counting on the Manufacturing-Distributor Stakeholder group to support this survey, and we are asking the Sales Agent Stakeholder Group to get behind our survey efforts 100%. Thank you for helping to ***Build a Better Industry***.

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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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

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MEMBERSHIP

"Building a Better Industry, One Member at a Time"

The Dive Industry Association is a Marketing and Trade Association dedicated *to "Building a Better Industry, One Member at a Time."* Founded in April 2001, Dive Businesses and Individuals have joined our association to promote their business and grow the diving industry.

Our Purpose is to build a cohesive and functional Global Diving Business Network.

Our Vision is to *Build a Better Industry, One Member at a Time.*

Our Mission is to Bring Buyers & Sellers together to facilitate business success and industry growth.

Our Focus is to concentrate on the industry's sale of diving equipment, training, travel, and lifestyle products.

Our Goals are to:

- Unite the Industry to a common purpose
- Promote Professional Business Development within our Membership
- Generate maximum marketing exposure and sales leads for our Members
- Increase business opportunities for our Members

Reasons to Join: Annual dues are $125. Annual renewals, if paid by your annual renewal date are $100. There is no place in the industry where you get as much coverage for so little an investment. The association promotes your business using blogs, websites, directories, social media, at trade and consumer shows and through direct referrals. Our networking capability is the envy of the International Diving community. The discounts you receive from Constant Contact by being a member and the FREE weekly press releases you receive more than pay for your dues many times over. Don't be a *Lone Marketeer*. Join the Dive Industry Association this year.

For more information: Contact Gene Muchanski, Executive Director, Dive Industry Association, Inc., 2294 Botanica Circle, West Melbourne, Florida, 32904. Phone: 321-914-3778. eMail: gene@diveindustry.net Web: www.diveindustry.net



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

RENEWING MEMBERS

0222 – Cane Bay Dive Shop, Inc – Travel, 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

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

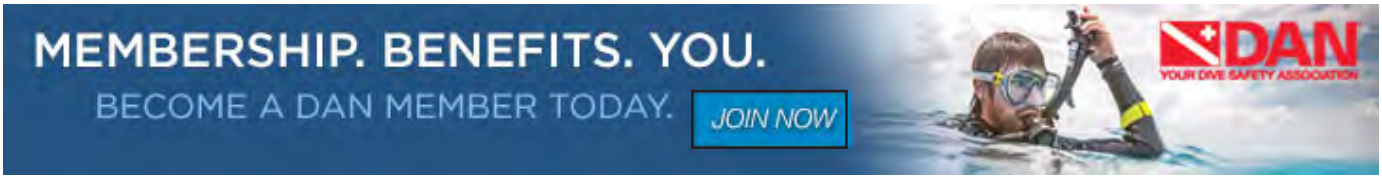
0407 – MASS Diving – Travel, Tour Operator – www.massdiving.com

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


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Kids Sea Camp
YEARS
www.familydivers.com
803-419-2556
dive@familydivers.com
www.oceanwishes.org


DIVE INDUSTRY
FOUNDATION
PROMOTING ECONOMIC DEVELOPMENT IN WATERSPORTS
Dive Industry Foundation
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