



What's happening at Scuba Educators International?

Scuba Educators International, under the leadership of Jim Gunderson and his team of experts in the SCUBA Industry, have been busy reorganizing and streamlining our business model this past year. In addition to that, SEI has been busy updating our Standards, Textbooks, marketing, adding new programs and building upon our long tradition of excellence in the dive industry.

Scuba Educators International, formally YMCA Scuba, is in a growth period in its existence. We have been working hard to upgrade our, already, superior Standards of Training, updating our textbooks, forms, textbooks and adding new programs to our offerings.

In our Standards of Training we are reorganizing the format, upgrading some things to reflect the modernization of equipment and methods of instruction, such as e-learning. We are adding more courses to our e-learning system including the full lineup of Divers Alert Network First Aid and CPR courses through our partnership with DAN. These great courses are available currently and may be taken by any SEI powered by DAN Instructor.

SEI is adding Specialty Courses to our standards such as Dive into Space summer camp program, Lionfish Hunter and Kayak. We are working on a SEI Technical diver program that will bring us into that realm of SCUBA diving.

SEI will be introducing our VA approved Career development program at DEMA for all our Veterans. Speaking of Veterans, SEI has 3 Veterans on our Executive Team and on day one of DEMA, Veterans Day, will be saluting not only USA Veterans but Veterans from all NATO allies. So be sure to stop by our DEMA booth and get your gift. Get information about our VA Career Development Program and if you are interested in becoming an instructor that can offer the program, we can answer any questions you might have at DEMA.

SEI is working on adding partners to offer Referral training through out the islands and any resort area that may want to do so. This will be offered to resorts at no charge, just an agreement that they will be willing to do this.

SEI will be adding a travel partner to our website as SEI Travel. Our Membership will be able to book any of their Dive Travel through SEI. As a Dive Leader, booking Group Travel, you will be getting the same commissions and specials that you are able to get booking directly or through another wholesale travel agency.

SEI will also be announcing a partnership with a Disabled Diver Training Agency that will be responsible for training any SEI Instructor on how to properly train multiple disabilities so that you can develop your own, very rewarding, Disabled Diver Program.

SEI will also be adding to our website, downloadable posters and rack cards for you to take to your printer and have them printed out for you professionally to use in your classrooms to promote continuing education in your classroom or showroom floor. On the marketing side you will find on our website articles written about typical issues in doing business in the real world of the SCUBA Industry. Scuba Educators International has the most extensive real world Dive Shop background in the industry. With just two of our Executive Team, SEI has more than 100 years of combined experience in real world Dive Center operations.

So, what's happening at SEI? Much more than can be written in this article.

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