

THE DIVE INDUSTRY PROFESSIONAL

March 1, 2025 - Vol 25, Issue 3

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Welcome to the March 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 by increasing our usage of 21st century marketing tools and technologies. We look forward to collaborating and working closely with our members, clients, and industry partners to bring you the best business of diving articles in the recreational diving industry.

In this month's issue we begin with our editorial, ***Dive Industry Networking***. Networking is one of the most important things you can do in the diving industry. Social networking is important to get to know people but business networking benefits you and your business. In the article, we show you that business networking is professional interaction for mutual benefit.

We are pleased to introduce our guest author, Makayla Wheeler, a Video Production Professional. Makayla walks us through how to use video content in our marketing messages, in her article ***Using Video the Right Way in the Scuba Diving Industry***. Makayla will share three key strategies to help you navigate this powerful and ever-evolving digital medium within the diving industry.

Our Industry Network Series looks at ***The Business of Diving***. Being a Dive Industry Professional in the Global Diving Business Network is 50% about diving and 50% about business. So why are the industry's professional development conferences 100% about diving? ***The Business of Diving*** is the least understood topic in the diving industry and the most in need of improvement. *The Dive Industry Professional* brings important business of diving topics to you every month. We start off this month describing what ***The Business of Diving*** is really all about.

Our Membership page invites 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. And finally, our Shows & Events column brings you upcoming events for 2025. ***Enjoy the read.***

Gene Muchanski
Editor, *The Dive Industry Professional*

Dive Industry Association, Inc. is the Premier Trade Association in the Diving Industry, with Members Worldwide.

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Trade Publication

The Dive Industry Professional
EDITOR: Gene Muchanski

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Quick Links

www.diveindustry.net
www.diveindustry.org
www.divelocal.org





ARE WE THERE YET?

SCUBA DIVING

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LIVEBOARDS

GROUP TRAVEL

1 (800) 282-8932 | Info@RoatanCharter.com | www.RoatanCharter.com

EDITORIAL



Dive Industry Networking

by Gene Muchanski, Editor
The Dive Industry Professional

Networking is a very broad term. It can be used to describe the art of social interacting with other people to gain popularity and influence. It can be used to describe what people do in a business setting to establish or maintain business contacts for future purposes. If you are a tech-savvy person you might think of networking as it applies to computers and how they are linked to each other for data capture and transfer. Although I agree with all of these definitions and applications, I think that networking, especially business networking, goes much deeper than that. Social networking is more of a fluid form of interaction. Business networking takes more planning and creativity to successfully facilitate.

In the diving industry we have a great deal of social networking that goes on within the Global Diving Community. Social networking is a very important and enjoyable aspect of the diving community. Divers are by nature, very outgoing and social individuals. Some of the social networking revolves around common interests such as underwater photography, wreck diving, cave diving, and tech diving. Other social networking opportunities are centered around events, organizations, and societies. Frequently we see social

networking opportunities overlap between social networking groups at common meetings, shows, and events. As Industry Planners we should not underestimate the power of social networking within our industry. I have seen its influence on the regional, national, and international level. But influence is difficult to measure, and it has its limitations.

The Real Need For Business Networking: Business networking is a horse of a different color. Some people think of business networking as social networking within a business setting, conducted for personal gain. It is not. ***Business networking is professional interaction for mutual benefit.*** Business Professionals need input, advice, and counsel from other business professionals who have knowledge and expertise that they themselves do not have. There are so many things that business professionals need in their line of work, there is no way they can be expected to know everything about every subject matter. Hence the need for Business Networking. It's a mutual benefit thing to engage in business networking. Our society is based on the division of labor, skills, and ideas. It goes back to cave man days when we had hunters and gathers specializing in what they do best. Today's entrepreneurs are known and respected for being willing to do everything that is necessary to run their business successfully. ***The strength of an entrepreneur is that they are willing to do everything themselves. The downfall of an entrepreneur is that they try to do everything themselves.***

There is no question that businesspeople, owners and employees alike, need to reach out to other business professionals that have skills and talents they do not have. It's the wisdom of seeking good counsel. The other problem is that it is time consuming to seek and acquire qualified counsel, regardless of the specialty. ***That is why it is so important to not only develop a habit of continually networking, but to be a part of a network that does most of the research and maintenance for you.***

Defining the Diving Business Network: It does not make sense for 8,000 business owners in the diving industry to re-invent the wheel over and over again. As an Industry Marketing and Trade Association, the Dive Industry Association is in the business of bringing buyers and sellers together, and consequently has as its mission to build a Global Diving Business Network that operates for the mutual benefit of all the businesses and business professionals that specialize in selling diving and diving related programs, products, and services to the Global Diving Market

Not only have we defined the Global Diving Business Network, but it is also our mission and responsibility to build, maintain, and refer the participating network members to buyers in the global diving community. We pride ourselves on being marketing professionals that understand our market better than most. We are familiar with the products being sold, the producers who create them, the application they are intended for, and the market that purchases them. ***It is our business to create and maintain the Marketing Bridge that connects Buyers and Sellers.***

Building a Global Diving Business Network: Everyone in the world is a consumer. We all buy things. Consumers of diving products in the global diving community buy what they need from businesses in the global diving business network. Commerce in the diving industry goes up and down the supply and demand chains, through various channels of distribution every day. Our job is to make it easy for buyers to find what they need and for sellers to be found. To accomplish that, our association creates marketing vehicles to carry educational, marketing, promotional, advertising, and sales messages from suppliers, across the Marketing Bridge to consumers.

Our Association uses websites, directories, blogs, press releases, email campaigns, social media, face-to-face marketing at dive shows and events, and personal referrals to connect buyers and sellers. We produce the only [Industry Trade Directory](#) to linked suppliers, and it is updated every

month.

Through our website at [DIVE LOCAL](#) we created the industry's only published list of dive stores in the United States. We list the stores by Territory and by State and include a hot-linked url to their websites. Our plans are to include [Dive Boats](#), [Dive Clubs](#), and Dive Instructors for all states, sometime in the near future. As part of our marketing and consultancy services we have created the same kind of private directory locators for diving businesses in the manufacturing, training, travel, and non-profit industries.

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 these websites and directories in advertising and marketing campaigns to refer business to our members. By joining our network, you are getting more than a listing in a directory or website. You are becoming part of a network that works actively on your behalf to bring buyers and sellers together for the benefit and growth of the Global Diving Community. Download a [Membership Application](#) today.

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

###



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



DIVE A REEF

DIVE A WRECK

DIVE A PIER



"The Friendliest Dive Shop on Earth"

A large sea turtle, likely a hawksbill, is shown swimming towards the right. Its head is raised, and its front flipper is extended. The turtle's shell is a mix of brown and tan with distinct scutes. The background is a clear, deep blue. In the top right corner, there is a small logo that says 'GALLERY' with a small graphic of a building. In the bottom right corner, there is a small red circle with a white dot inside.



www.stcroixscuba.com



VIDEO PRODUCTION



Using Video the Right Way in the Scuba Diving Industry by Makayla Wheeler, MGW Productions

It goes without saying that video is the fastest-growing form of marketing in digital advertising. In fact, 95% of video marketers consider video an essential component of their overall strategy, and 89% of businesses already use video as a marketing tool (Wyzowl, 2025). This trend is only expected to grow, with video content projected to dominate global internet traffic in the coming years (Lifewire, 2025).

Yet, despite its undeniable impact, a gap remains. As one of my colleagues puts it, “Video is the first thing consumers turn to when researching a business, yet it’s often the last thing businesses invest in to communicate with their audience.”

If you’re not already leveraging video as part of your marketing strategy, now is the time. In this article, I’ll share three key strategies to help you navigate this powerful and ever-evolving digital medium within the diving industry, ensuring your dive brand, destination, or resort stands out in an increasingly competitive space.

1. Keep It Short & Engaging

A few years ago, businesses could produce a 2- to 5-minute video for their website and expect steady viewership over several years. But those days are over. Shorter is better—90% of the time. Today, capturing attention in 8 seconds or less is crucial, making cinematic, immersive, and compelling video content more important than ever. In many cases, this can be the deciding factor between a potential customer booking your resort, liveaboard, or destination—or choosing a competitor.

- Website videos should be 90 seconds or less.
- Social media videos or ads should be 20-30 seconds or less.

Beyond just length, maintaining a consistent stream of engaging content is key to keeping your resort or brand top of mind. The most powerful way to do this? Storytelling.

2. Harness the Power of Storytelling

Evoking emotion and telling compelling stories is essential for capturing and holding attention in today’s fast-paced digital world. The rule is simple: show, don’t tell. Whether your content is 10 seconds or 90 seconds, it should tell a brief story or convey information that leaves your audience with greater awareness, curiosity, or a desire to book.

For example, if you run a destination dive resort in Roatan, consider short-form social media videos like:

- “The Three Best Dive Spots That Will Blow Your Mind”
- “POV: You Fly to Roatan for a 5-Day Dive Adventure”
- “I Went for the Diving and Discovered These 3 Incredible Adventures in Roatan”
(Nash Hagen, 2024)

If you’re promoting a dive product, consider titles like:

VIDEO PRODUCTION

- “I Switched to [Product Name]—Here’s Why I’ll Never Go Back”
- “How [Product Name] Made My Dive Trips So Much Easier”
- “The One Piece of Dive Gear That Changed My Underwater Experience”

These types of videos put your product or destination front and center while maintaining curiosity and engagement. They also capture attention through the right combination of visuals, music, editing, and pacing—which leads me to my final point.

3. Invest in Professional Video Production

While it may be tempting to repurpose social media content or ask a friend with a camera to shoot, investing in a professional filmmaker, production company, or agency is far more effective. A seasoned video professional brings both creative expertise and strategic insight, ensuring that every element of your product, destination, or experience is captured in the most marketable way possible.

Strategic marketing shoots, conducted periodically, allow you to speak directly to your target audience with intentional, high-quality content. In the diving industry, it’s better to hire a cinematographer who happens to be a diver than a diver who happens to have a camera.

Why? Because a true filmmaker understands storytelling, production, and marketing strategy. They don’t just capture footage—they craft compelling narratives that resonate with your audience and drive bookings.

To amplify your reach even further, consider bringing in an influencer who can cross-pollinate your content with their audience, expanding your business or brand’s visibility and impact.

Conclusion

By understanding the power of video and incorporating it into your dive business marketing strategy, you can start attracting more customers and compelling them to book or buy from you.

Now is the time to use video the right way—and stand out in the diving industry.

References

Wyzowl. (2025). *Video marketing statistics 2025*. Retrieved from <https://www.wyzowl.com/video-marketing-statistics>

Lifewire. (2025). *Short-form video marketing trends 2025*. Retrieved from <https://www.lifewire.com/short-video-marketing-8724125>

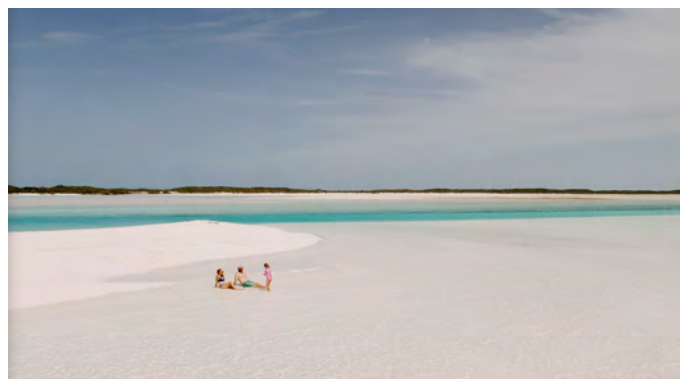
Nash Hagen. (2024, July 19) *51 Content Ideas Hotels will ACTUALLY pay for* [Video]. Youtube. <https://www.youtube.com/watch?v=PlzAR1hYl0c&t=216s>

About the author:

Makayla Wheeler is the founder of MGW Productions, as well as a director and cinematographer. As both a diver and freediver, she thrives in aquatic environments, creating her most compelling work in and around the water. With over 12 years of experience, Makayla has traveled across the U.S. and the Caribbean, crafting visually stunning narratives that inspire, engage, and drive action.

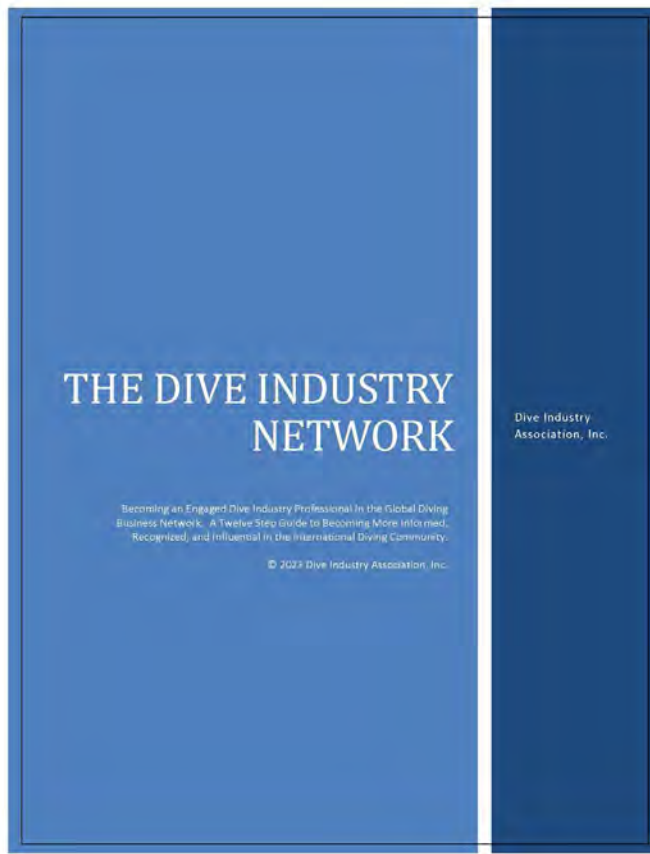


To connect with Makayla or learn more about her work, visit mgwpro.com.



VIDEO

INDUSTRY NETWORK



The Business of Diving

by Gene Muchanski, Editor
The Dive Industry Professional

Managing a dive business takes a lot of time, talent, and tools. It also takes a fair amount of business education and a commitment to periodic professional development in the business disciplines. Granted, running a business can be tedious, complicated, and not the most exciting thing we do with our time. Maybe that is why so many entrepreneurs in the diving industry don't spend a lot of time managing their business. Many Dive Industry Professionals would rather be out diving than sitting behind a desk, doing what diving business professionals do.

Addressing the *Business of Diving* issues is the foundational mission of the Dive Industry Association. Our association was founded twenty-five years ago to fill a gap in the way the diving industry was conducting professional development for Dive Industry Professionals. We felt that business

training and continuing education in the business disciplines were lacking. We saw the majority of professional development programs in the diving industry geared to topics centered around diving and dive training. Certification agencies create programs for divers and diving instructors. To keep their instructors current with instructional techniques on an ongoing basis, they instituted professional development programs that could be conducted regionally and nationally. Most of the regional professional development programs were conducted by the training agencies at regional dive shows. The industry's largest Professional Development Conference is held annually. Professional development training for dive training professionals is conducted by each training agency for their own members. There is no integrated national organization that conducts professional development training for all training professionals regardless of affiliation.

The Recreational Diving Industry: Scuba diving is a popular recreational activity. The majority of Dive Industry Professionals had their start in the diving industry by becoming a certified scuba diver. When they get certified they become a part of the Global Diving Community. The recreational diving community has many levels of scuba diving certification, offered by approximately 35 training agencies in the United States. If a diver is interested in pursuing their passion as a scuba diver, there are many courses of instruction to participate in. It is highly recommended that divers participate in continuing educational programs to become more proficient in diving. If they choose to share their experience with other people, they can enroll in dive leadership training and become a Dive Industry Training Professional.

The Dive Industry Training Professional: There are many training agencies globally, and each may have their own specific leadership programs and leadership levels. On average, divers become training professionals when they reach the level of Divemaster, and can continue on to become an Instructor, Instructor Trainer, Instructor Course Director, and so on. Their annual professional de-

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velopment may be accomplished at regional and national dive shows and events, and are normally focused on dive leadership training.

The Dive Industry Business Professional: Not all training professionals get into the business side of diving. A great number of dive instructors work in academia and non-profit organizations. Our focus is on the individuals who choose to get into the diving business by selling their services in the market. Unfortunately, many times a well-intentioned and well qualified Dive Training Professionals start their own business thinking it is going to be all about diving. We all know from experience, that is only half true. ***Being in your own diving business is 50% about diving and 50% about business.*** Hence the need for training and professional development in the Business of Diving issues. Again, there was no unified training agency that conducted professional development programs for Dive Industry Business Professionals, until the Dive Industry Association was formed.

The Diving Business: Dive Industry Professionals who are engaged in the business of diving are a part of what we call the Global Diving Business Network. The business network produces the programs, products, and services that divers purchase. Most dive business owners and key employees in the network are enthusiastic divers themselves. That's why they got into the diving business in the first place. But knowing how to dive and being able to understand the consuming diving public is not enough. They have to understand how to run a business. Members of the network are trained in business subjects in order to properly and effectively serve the diving niche market. They start off by learning about how to run a business either through formal education or by hands on experience. Their continuing education and annual professional development is normally focused on business subjects like marketing, management, accounting, law, graphic arts, economics, consumer behavior, computer science, and the like. It may seem like a lot to a non-businessperson, but there are simple

ways to break down the specialized training and continuing education that Dive Industry Business Professionals need to know. Working with a trade association professional at the Dive Industry Association is a good way to start.

We look at business training programs that include the differences in the types of businesses in the Global Diving Business Network. There are basic business principles that apply to all businesses. There are global, national, and regional differences in business norms and practices. There are laws and legal differences in business practices from state to state and country to country. All of these differences show you the vast extent that business influence has on the global recreational diving community. If we continue to ignore teaching the art and science of business subjects to Dive Industry Professionals, it will limit our industry's future economic development and long-term sustainability.

The Business of Diving: What is the Business of diving? How do you know if you are in the diving business? How do you know if you need training in business subjects? How can you get business training and annual professional development? These are all questions we answer in our monthly trade magazine, *The Dive Industry Professional*. Our superpower is taking business topics on a grand scale and breaking them down into easy-to-understand concepts. Subscribe to our monthly magazine or go online to view our archived back issues. [Trade Magazine](#).

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 Ask about our Dive Industry Marketing & Consulting Services.

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INDUSTRY NETWORK



Press Releases at *Weekly News*

by Gene Muchanski, Editor

Weekly News Press Releases

The Dive Industry Association has been publishing a weekly press release service since February 2013. As a public service to the Global Diving Community, we publish free press releases from dive companies and Dive Industry Professionals around the globe. We offer a free subscription to divers in the Global Diving Community who want to stay informed about everything connected with the global diving industry. Free subscriptions are available through our Safe Subscribe program at Constant Contact. [Subscribe for Free.](#)

The ***Weekly News*** is published every Tuesday and is directly emailed to our subscribers. For the last three years, we have posted and achieved [Weekly News](#) to our website.

Our weekly press releases are sent to us by members of the Dive Industry Association. They are not paid advertisements, but news-worthy public announcements that might be of interest to divers across the globe. The press releases come from dive equipment manufacturers, training agencies, non-profit organizations, dive resorts, liveaboards, and dive operations around the world. In every *Weekly News* we included information about Regional Dive Shows and Events. Our Dive Show Countdown is one of our most read weekly releases.



For those of you who are interested in local dive stores, ***Weekly News*** showcases the current dive stores in a different state every week.

Weekly News is a quick, convenient way to scan a dozen or so press releases and click on the ones that you have an interest in. All of our press releases are hot-linked to the sender's website or marketing message, not to a public landing page filled with advertisements. When you subscribe to our *Weekly News*, your address is not shared, rented, or sold to others. Subscribers may unsubscribe at any time. So, give *Weekly News* a try today.

For more information about Dive Industry Association's *Weekly News*, contact Gene Muchanski, Publisher of *The Dive Industry Professional*, 2294 Botanica Circle, West Melbourne, FL 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

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

RENEWING MEMBERS

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

0073 – Discovery Diving Co. – Dive Center & Dive Operator – www.discoverydiving.com

0079 – The Florida Keys and Key West – Convention & Visitors Bureau – www.fla-keys.com/diving

0089 – ScubaDoRag – Manufacturer, Apparel – www.ScubaDoRag.com

0138 – Captain Slate's Scuba Adventures – Dive Operator – www.captainslate.com

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

0346 – Beqa Lagoon Resort Fiji – Dive Resort & Dive Operator – www.begalagoonresort.com

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

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

0357 – Lita's All Natural LLC – Manufacturer – www.litasallnatural.com

0368 – Captain Don's Habitat – Travel, Dive Resort & Dive Operator – www.HabitatBonaire.com

0369 – Stream2Sea – Manufacturer – www.stream2sea.com

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

0425 – Sharkbanz – Manufacturer – www.sharkbanz.com

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

0434 – MGW Productions – Service Provider, Video Production – www.mgwpro.com

MEMBERSHIP. BENEFITS. YOU.

BECOME A DAN MEMBER TODAY.

JOIN NOW



SHOWS & EVENTS

2025 TRADE SHOWS



January 8-10, 2025: Surf Expo. 48th 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 18-26, 2025: Boot Düsseldorf – 54th International Boat Show. Düsseldorf, Germany. Diving Pavilion in Hall 3. Contact: Justin Kesselring, Project Manager, Messe Düsseldorf 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>



March 15-16, 2025: The Boston Sea Rovers 71st 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



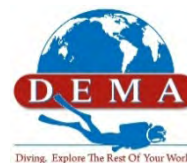
March 28-30, 2025: Beneath the Sea - 46th Annual International Oceans Exposition. New Jersey Meadowlands Expo Center, Secaucus, NJ. Contact Maria Hults. Phone: 914-664-4310. Fax: 914-664-4315. email: info@beneaththesea.org Web: www.beneaththesea.us



May 31 - June 1, 2025: Scuba Show. 38th Annual Consumer Scuba Show. Long Beach Convention Center, Long Beach, CA. Contact Mark Young, Executive Director. Phone: 816-665-8679. email: mail@scubashow.com Web: www.scubashow.com



September 4-6, 2025: Surf Expo. 48th 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



November 11-14, 2025: Dema Show. 49th Annual Industry Trade Show. Orange County Convention Center, Orlando, FL. Phone: 800-687-7469, email: Web: www.demashow.com

SHOWS & EVENTS

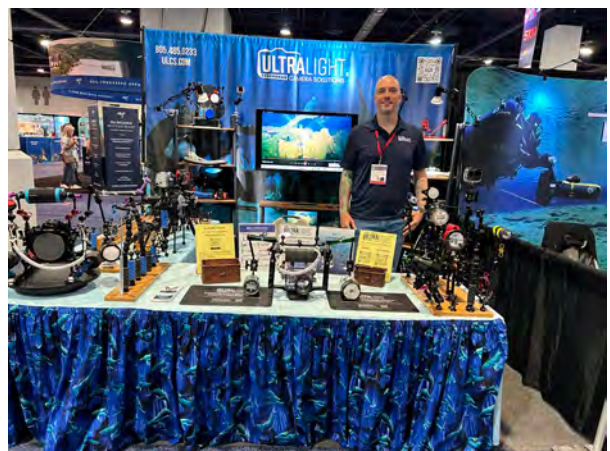
2025 PHOTOGRAPHY EVENTS



August 23 – September 7, 2025: **MantaFest Photography School & Contest**. 19th Annual Event. Yap, Micronesia. Contact Bill Acker. Web: www.mantaray.com



TBA 2025: **BlackwaterFest 2025 Photography School**. 3rd Annual Event. Yap, Micronesia. Contact Bill Acker. Web: www.mantaray.com



MEMBERSHIP



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.

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

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
501 (c)(3) Non-Profit, Tax Exempt
Charitable, Educational Organization
www.diveindustry.org