

THE DIVE INDUSTRY PROFESSIONAL

September 1, 2025 - Vol 25, Issue 9

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EDITOR'S GREETING

Welcome to the September 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 our usage of 21st century marketing tools and technologies.

In this month's issue we begin with our editorial, ***Preparing for the New Season***. The recreational diving industry has been torn between choosing January and November as their new season launch date, yet September is a better choice. Find out why different stakeholder groups prefer January, September, or November. Are these months the choices of the vendors or the retail trade? Vendors need to introduce new products to their wholesale customers at least four months before the dive season begins for retail customers.

Our DIVE LOCAL article focuses on ***U.S. Dive Clubs***. Somewhere in the recent past, Dive Clubs became the unsung heroes of the global diving community. They are still one of the four most important stakeholder groups, just like dive boats, because they keep people active in our recreation. Local Dive Clubs are the foundation of what eventually became the Global Diving Community. Could Dive Clubs be the sleeping dragon of the future global diving industry?

Our Industry Network Series looks at ***An Argument for a September Launch***. Read why it makes the most sense to introduce the new diving season in September. Different stakeholder groups prefer different launch dates. Launch dates are different for the wholesale sector than for the retail sector. We know the difference between a consumer dive show, a trade show, and a professional development conference. A unified global launch date takes into consideration all the stakeholder groups in our industry. It accounts for the similarities and differences of the wholesale and retail trade. It best serves the diving public in the Global Diving Community.

Our ***Shows & Events*** column gives you details about trade and consumer shows & events for 2025 and 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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Trade Publication

The Dive Industry Professional

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Quick Links

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





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EDITORIAL



Preparing for the New Season

by Gene Muchanski, Editor
The Dive Industry Professional

Every season has a beginning and an end. When your season begins and ends is up to you. In the global diving community, seasonality curves may differ, based on your geographic location, the stakeholder group you are associated with, or your sales and activity history. Your season could begin or end on a calendar basis, coincide with a social event like the beginning of the school year, or be aligned with an industry trade show, like Surf Expo or the DEMA Show.

Regardless of when your season begins and ends, your beginning should be signaled as a fresh start for both your company and your customers. Starting fresh gives us the optimistic feeling that things are going to be better in the new season. It's a brand-new day and a new beginning kind of feeling. I learned a valuable life lesson while reading a book called [Holy Moments](#) by Matthew Kelly. I learned that every day is a new beginning and according to Kelly, ***"What matters most is what you do next."*** I took that advice to heart and now apply it to every new beginning, regardless of whether it's a new day, week, month, or year. Applying it to the beginning of every new season gives me a great psychological heads-up when I am starting a new season.

So, how do you get ready for the new season? When we (my brother and I) started a new school year, my parents made sure we were physically ready and had seen our doctor, dentist, and barber. Then we went shopping for new school clothes and school supplies. When we arrived at school, we got our new books and study materials. Today, getting ready for the new season is going to be a lot more involved than what it was as a child. Maybe this is a good time to create a check list or a to-do list. You may also want to create a not-to-do list!

Start with your business tools: Business is conducted by using business tools and marketing technologies. Needless to say, our business tools get old, stale, and lose some of the speed and productivity they once had. If we haven't used a tool or technology frequently enough in the past season, they may or may not be operating at 100% capacity. Now is the time to check them. You should have listed all of your business tools and technologies in a company asset file. I have them listed in our company's "Playbook." Make sure you have the company and its contact information and any account numbers and usernames and passwords that belong to you. It's a good idea to log-in the date you first purchased the tool or program.

Hardware & Software: Businesses are like people. The older they get, the more baggage they have. Baggage, unfortunately, gets worn, torn, and tattered with time. Some of it becomes less effective or even useless with age. Much like a boat, the less it gets used, the more maintenance it needs. All of the hardware you use in operating your business should be checked. That includes computers, monitors, printers, desk phones, mobile phones, iPads, and all of your electronic devices and accessories. Make sure all of your software is current and in proper working order. Is it the latest version or no more than one version less than the latest? Much of the computer programs and mobile apps are offered in a monthly lease program. This ensures that we are always using the most current software version

available. But you still have to check that you are familiar with and understand the current version.

Internet Accounts: Internet accounts are something that business owners need to stay on top of. Internet companies come and go, and in this day and age can be almost impossible to keep up with. You don't have to use all the programs that are available to business owners. You only need to use the ones that are a benefit to you. As an example, if you use Facebook, make sure that your profile or business page is up-to-date and that you are posting to it often. The last thing you want is a facebook page that hasn't been used in two years. Look at your account and try to see it through the eyes of your customer base. Will your facebook page make you look good or bad? If you haven't posted to it in years, would people think your company is out of business? The same thing goes for all of the other marketing and social media accounts. If your not using it to its full extent, you may rethink using it at all.

Industry Contacts and Databases: Before you do any business in the new season, make sure your contact databases are current. Check to make sure the Key People in your supply chain are still your immediate contacts and that you have their current contact information. People in the diving industry do switch companies, retire, and die. Make sure you still know who's who. ***Most importantly, make sure your CRM database is current.*** Your current customer list should be up-to-date. If it isn't, you have not been doing a good job of staying in touch with them. Next, look over your former customer list and make any adjustments that are necessary. Hold off on new customer contacts for now. You'll have plenty of time for that as the new season gets underway.

Give your Daily Operations a Once-Over: Now that you have checked your tools and your contacts, it's time to dry-run your daily operations. This is your pre-season dress rehearsal. Do a clean sweep of your physical location and make sure that the entire sales process of order entry, receiving, storing, merchandising, sales, shipping,

and inventory control are in place and working as designed for peak performance.

Last But Not Least: Before you start a new year or a new season, make sure you have closed the books on last year's plans and have set new strategic goals and objective for the coming year. The most important aspect of setting new goals and objectives for the new season is that you have already measured the results of last year's planned objectives. This is a good time to review the past actionable items you used to achieve your objectives. Did you achieve your key results as planned? If not, are you going to revise next season's goals and objectives? I am confident that if you have read this article this far and have prepared for the new season as recommended in the above text, you have already dealt with the pain and pleasure of strategically planning your new year. If you have – You are my kind of Dive Industry Professional. If you have not – Please use our contact information below and call for an initial free consultation. Have a great next season, and a successful one at that.

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 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, 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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DIVE LOCAL



DIVE LOCAL

U.S. Dive Clubs

by Gene Muchanski, Editor
The Dive Industry Professional

Dive Clubs are one of the four pillars of local diving communities. The four pillars of every local diving community are the dive stores, dive boats, dive clubs, and dive instructors. These four industry stakeholder groups are the ones responsible for building a local diving community, growing it, and maintaining it. These full-time, part-time, and volunteer Dive Industry Professionals teach people how to dive, sell and service diving equipment, take people diving, and keep them active in our recreation. Dive Clubs keep divers active in the recreational diving community. Their purpose should be to make a one-time experience into a lifelong passion for every person that becomes a certified diver.

Dive clubs have been around since the early 1950's and in my opinion, are the foundation of what eventually became the global diving community. This article is not about the history of dive clubs. Our purpose is to bring the current awareness of the purpose and importance that dive clubs have to the global diving industry. We want to show how important dive clubs are to our industry's future, and how we can research, analyze, manage, promote, and contribute to the growth and development of dive clubs on a worldwide basis.

Dive Club Specialties: Historically, dive clubs were started as a regional group of likeminded individuals to facilitate social interaction, based on a common interest. If we were to construct a template for dive club start-ups, the first thing we would consider is the purpose of the club and what the future members' common denominator would be. Some clubs in the past have focused on certified divers. Anyone who was a certified diver was welcome to join the club. That's a pretty wide range of diving interests. Other clubs, and successful ones at that, have specialized in Spearfishing, Freediving, Wreck Diving, and Underwater Photography. Dive clubs that have started in the past twenty years may have added common denominators such as tech diving, cave diving, dive travel, mermaiding, and environmental conservation. It is up to the club founders to decide if they are going to specialize in one common denominator or offer membership to all certified divers and cater to several specialties within the club.

Side Hustle: In our research, we found a number of clubs that were borderline dive club / dive business. Dive clubs are sometimes formed specifically to teach diving, sell more diving equipment, fill a local dive boat, or sell group dive travel. When thinking about joining a local dive club, you may want to look at the club's charter, the club's Board of Directors, and the frequency of rotation of their directors, dive instructors, and dive travel specialists.

Need For Dive Club Research: We have access to historical data on dive clubs going back to the early 1950's and continuing on until just a few years ago. Understanding the past history of dive clubs gives industry planners a good perspective into this industry sector's historical timeline, but before the diving industry can begin promoting Dive Clubs to the current roster of active scuba divers, we need to research the current data that is available on this important stakeholder group. Current data will give us a better idea as to how dive clubs are positioned in the new millennium. What is their organizational structure? How are

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they run? Where do they meet? How often do they meet? How many members do they have? What do they offer their members? What are the benefits of membership?

Dive Club Differentiation: Dive clubs can be started as a social activity or for an educational pursuit. I've seen the formation of dive clubs at high schools, colleges & universities, military bases, and with professional trade groups like fire fighters and police officers. So, when we think of dive clubs, we should not limit ourselves to just thinking about civilian clubs or clubs started by dive stores. Clubs can be very effective in making people aware of scuba diving and getting them started on a lifelong adventurous journey as a certified diver. This may be a good time to expand our concept of what a dive club is and could be if managed correctly.

Establishing Industry Norms: There are a few things we already know that make dive clubs successful. First of all, they need to be organized as a separate entity, even if they are run by a dive store, dive boat, university, or independent scuba diving instructor. Incorporating a dive club is a good idea. Making it a non-profit organization is even better. Having a separate bank account and a physical location that does not change every time a new president of the club is elected gives the club a sense of stability. A club should have its own website and social media accounts. Local dive clubs should be active participants in their local diving community, and the local diving community should promote and support dive clubs active in their community. Promotion and support is an integrated strategy of local diving communities.

Researching current dive clubs will shed more light into the preferred organizational structure of 21st century dive clubs. We will be able to establish dive club norms and publish best practices. With enough industry support from active dive club members, we can document the things that make modern-day dive clubs successful and identify some of the club challenges and road-

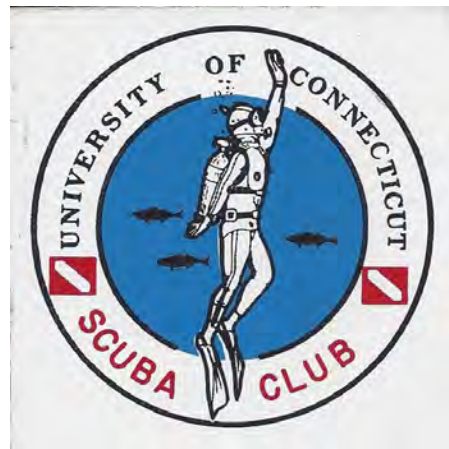
blocks they face. With defined problems we can collectively work to resolve industry conflicts and help create a roadmap for recovery and growth. And the best thing about an organized community sector is that each dive club will be aware of each other and be in a position to discuss things that dive clubs have in common.

Establish Strategic Partners: Dive clubs can grow exponentially in numbers and influence by forming strategic partnerships with dive businesses and industry professionals in the Global Diving Business Network, especially the ones in their local dive community. With proper mentoring and guidance, dive clubs can make people aware of scuba diving, assist in getting them certified, conduct local dives, and promote vacation dive trips.

Dive Club Listing: Based on the success we had with our U.S. Dive Store Directory on our DIVE LOCAL website, we started listing [Florida Dive Clubs](#) on its Florida page. The next step was to list all the [Dive Clubs in the U.S.](#), which has its own webpage. Our long-range objective is to eventually list all dive clubs worldwide.

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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DIVE INDUSTRY



Argument for a September Launch

by Gene Muchanski, Editor
The Dive Industry Professional

We opened the September Issue with our Editorial, *Preparing for the New Season*. We discussed seasons and seasonality curves to some extent, and we reminded our readers that different stakeholder groups in the diving industry follow different new season beginning dates. Some prefer January, some like September, and some think that November is OK with them. The conundrum is that there are multiple major stakeholder groups in the industry and there are good reasons to start the new season on different dates. Each start-up date benefits a different stakeholder group. But that logic only makes sense if you look at this problem from a supplier's point of view! The viewpoint of the vender so to speak.

Allow me to introduce a viewpoint from the demand side of the industry's channel of distribution. The **BUYERS** side of the equation. The side with the checkbooks. The ones who buy the stuff we sell. I know I have your attention now. As a Trade Association, we represent, advise, and serve the supply side of the diving industry. We do that for the benefit of the demand side of the recreational diving industry. We are the bridge

that connects buyers and sellers of diving equipment, training, travel, and lifestyle products. We are the watch-dog group of the industry's channels of distribution. ***We are the consulting organization that helps diving business entrepreneurs acquire, maintain, and increase market penetration, market share, and the ever-elusive competitive edge.*** We do our best to see that both buyers and sellers in the global diving industry have their needs met.

Definition of a Season: A season in the recreational diving industry is a specific period of time when diving activity or diving related sales are at its highest. That of course, depends on whether you are a buyer or a seller. Different geographical areas across the globe have different seasons. Seasons are also based on weather, national holidays, or public activity such as the local school calendar.

Diving Shows & Events: Diving shows and events do not dictate the beginning or end of a season. They reflect it. There are three types of shows and events that were created to take advantage of local, national, and international seasonality curves. They are dive shows, trade shows, and professional development conferences. Their purpose, function, and agenda are obviously not apparent to everyone in the global diving community. Let's review.

Dive Shows are regional events that cater to local divers who are buyers and end-users of diving equipment, training, travel, and lifestyle products. Dive shows consist of an exhibit hall with vendor booths that are designed to inform and educate, using a show and tell concept model. Regional dive shows usually have seminars and workshops that educate or entertain the local diving community. ***Dive shows are usually conducted during the peak of the diving season, because that is when interest in scuba diving and adventure travel is the highest.***

Trade Shows are industry events that focus on the wholesale buying and selling of diving equipment, training, travel, and lifestyle prod-

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ucts which enable the wholesale buyers to order products, in order to be ready for the beginning of the next season. Vendor booths in the exhibit hall should be set up to showcase products for sale and have adequate floor space for vendors to write orders with their wholesale customers. Seminars and workshops are kept to a minimum so as not to reduce floor time attendance in the exhibit hall. ***The purpose of trade shows is to introduce new products and write orders for the vendors.*** The reason qualified retail buyers attend trade shows is to see new products and order sufficient inventory to be ready for the next new season.

The best example of trade show design for the watersports industry is the Surf Expo in Orlando, Florida. Qualified Retail Buyers attend their trade shows for free. The September Expo prepares the retail buyers for the Fall and Winter Seasons and the Christmas Holiday. The January Expo allows retail buyers to order for the Spring and Summer Seasons. ***So, when we look at the ratio-
nal for when to launch the next season for our
industry, we have to take in consideration that
our wholesale launch is a few months prior to
the retail beginning of a new season.***

Professional Development Conferences: There is nothing more important to Dive Industry Professionals than professional development. Continuing education is a must-have process for anyone employed in the diving equipment, dive training, and dive travel sectors. Diving equipment manufacturers conduct annual training in new product design, and equipment maintenance and repair. Initial training and annual updates are a significant, and time-consuming process, for the Diving Equipment Specialist. Continuing education and annual training updates are the foundation to the qualification and professional integrity of Dive Training Professionals. The Dive Travel sector needs continuing education courses and annual updates for their dive destinations. The best places to conduct education and training for Dive Travel Specialists are Regional Dive Shows and Professional Development Conferences. The best

time for an annual conference would be when it is convenient for the dive equipment, training, and travel stakeholder groups. The time of year when activity and revenues are at the lowest point of the year. Many in the industry currently favor mid-October through mid-November for an annual professional development conference.

September is the Best Month: Diving equipment manufacturers have historically used a September launch. Good marketers plan six months ahead of current day operations. Most planning and prep-work is completed during the dog-days of summer. Sales meetings are conducted in August, and sales calls begin the day after Labor Day. Retail buyers are in prime position to purchase new inventory after depleting their summer stock. While the retail teaching staff is busy with the new fall classes, the store's retail buyers can slip away for a few days to place their orders for the Christmas Holiday.

The Travel industry uses a September launch. During their slow time in the fall Caribbean Buyers attend Surf Expo to place their apparel orders for the fall. Taking care of diving equipment and travel orders in a September wholesale launch frees the global diving business network up for a larger and more comprehensive Professional Development Conference in mid-October or early November. Introducing next year's equipment lines in September and updating our Teaching Professionals in October allows the global diving business network to take full advantage of the fall and holiday shopping season, allows everyone to enjoy the holidays, and prepares the Retail Business Sector to be ready to introduce the new year and new dive season to the buying public. It's a WIN-WIN-WIN for everyone.

For more information about the Global Diving Business Network, contact Gene Muchanski, Executive Director, 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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SHOWS & EVENTS

2025 TRADE SHOWS



September 4-6, 2025: Surf Expo. 49th 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. West Concourse. Phone: 800-687-7469. Web: www.demashow.com

2026 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>



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 - 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.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: mail@scubashow.com Web: www.scubashow.com

SHOWS & EVENTS



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: mail@scubashow.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



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





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



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

0439 – Rork Media – Media & Dive Shows & Events – www.rorkmedia.com

0440 – Dive Educators, Inc – Retail Dive Store – www.diveeducators.com

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

RENEWING MEMBERS

0026 – Beneath The Sea – Shows & Events Producer – www.beneaththesea.us

0047 – Henderson Aquatics – Manufacturer – www.HendersonUSA.com

0061 – Travel Resource Solutions, Inc – Travel, Service Provider – www.trsres.com

0071 – Our World-Underwater Scholarship Society – Non-Profit – www.owuscholarship.org

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

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

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

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

0356 – Saint Lucia Tourism Authority – Travel, Tourism Bureau – www.stlucia.org

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

0380 – Eugene Skin Divers Supply Inc – Retail Dive Store – www.eugenekindivers.com

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

0410 – OCG Creative, LLC – Service Provider, Websites – www.ocgcreative.com

0433 – Manta Ray Bay Hotel & Yap Divers – Dive Resort, Dive Operator – www.mantaray.com

0435 – Koro Sun Resort and Rainforest Spa – Travel, Resort – www.korosunresort.com

MEMBERSHIP. BENEFITS. YOU.

BECOME A DAN MEMBER TODAY.

JOIN NOW





"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



www.familydivers.com 803-419-2556 dive@familydivers.com www.oceanwishes.org



DIVE INDUSTRY FOUNDATION

PROMOTING ECONOMIC DEVELOPMENT IN WATERSPORTS

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