THE DIVE INDUSTRY PROFESSIONAL

February 1, 2025 - Vol 25, Issue 2

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Welcome to the February 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, ***What Business Are You In?*** This is not a rhetorical question. It's a question that requires you to think very carefully about the type of business you are really in. We look at a few industries that have businesses that specialize in diving. They are manufacturing, retail, travel, convention and trade show organizations, and sports and recreational instruction. This article will give Dive Industry Professionals a basic primer on how our industry operates, and who the buyers and sellers are.

We would like to thank our Sponsors for donating products for our ***FAM Trip Gift Bags*** that we put together for our Retail Dive Travel Specialists, on Roatan Charter's December FAM Trip to Bonaire.

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 ***Customer Types in the Diving Industry.*** There are three customer types in the diving industry. Retail, wholesale, and trade customers. The Global Diving Industry is dependent upon retail customers because they make up our diving niche market. If there are sufficient retail customers, the Global Diving Business Network grows to support their needs. Retail and wholesale sales traffic is created by Dive Industry Professionals, who are the Industry's trade customers. Our article discusses the delicate balance between having too few trade customers and having too many trade customers. Either extreme can collapse the delicate economic balance of the diving industry.

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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diveIndustry ASSOCIATION Monthly Newsletter

Trade Publication
The Dive Industry Professional
EDITOR: Gene Muchanski

Monthly Publication of
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EDITORIAL

What Business Are You In?

by Gene Muchanski, Editor
The Dive Industry Professional

I had a phone call with an Industry Leader this month who was searching for some clarification about marketing concepts he thought he needed to make his company more relevant to potential customers. He was convinced that his company had the best product on the market, but he was not sure how to get that message across to potential buyers. As the conversation continued, he mentioned that even with all of the marketing tools his staff was using, like websites, tik-tok, and social media programs, his company was not getting the market penetration they needed. I asked him if his company had a Strategic Plan, a Business Plan, or a Marketing Plan and as I imagined, they didn't. My best option at this point was to stop talking about possible solutions to problems we were not aware of. ***I did not want to be the doctor who agrees to perform surgery on a patient he hasn't examined yet.*** There are smarter and more professional ways to deal with business problems and challenges***.***

What I took away from this conversation is how common business problems are in the recreational diving industry. To make matters worse, most of the problems are addressed with a marketing solution by non-marketing people. To add insult to injury, many times the solutions are suggested by the same people who created the problem. Albert Einstein once said that a problem could not be solved by the same reasoning that created the problem. And yet here we are, many years later, trying to prove him wrong. ***As a Dive Industry Marketing Professional, I believe that in order to grow your business successfully, you must first know where you are and secondly know where you want to go.*** A Marketing Audit is the first step to putting your company on the road to growth and recovery.

As a Marketing Professional working in the Global Diving Business Network, I can see how the art and science of marketing is grossly misunderstood. The partial and incomplete understanding of modern-day marketing tools and technologies can actually do more damage to a company's bottom line than good. Trying to solve problems with business tools that you do not fully understand and have not mastered, can have a devastating negative impact to your time, money, and manpower assets. Suggesting the use of a particular marketing tool before properly diagnosing a problem is an example of a bottom-up strategy. A top-down strategy requires that you start with defining the problem and end with using the proper tool to solve it.

If we were discussing the topic of strategy, I could go on and on about the necessity of strategic planning in the diving industry and how successful strategies are planned from the top-down and not from the bottom-up. But this editorial is really about a simpler concept than that. ***It's about defining the business you are in and building your company around that concept.***

When you are successful at correctly defining the business that you are in, it gives your existence its purpose. Your company organization and strategy are then built around accomplishing your mission in the most constructive and economically expedient manner. Your strategic plan, business plan, and marketing plan will reflect all the key components that make it possible for you to complete your mission. When you know what business you are in and communicate that to your prospective customers, the mission you are accomplishing and the mission your customers are funding will be one and the same.

Convention and Trade Show Organizers (NAICS 56): I have worked with many different businesses in different industry sectors over the past 40 years. The Shows and Events Industry and the Meetings Industry are favorites of mine. There are Trade Shows, Consumer Shows, and Professional Development Conferences. Each one has its own components that help

make it successful. Event planners have to consider the needs of Exhibitors, Sponsors, Seminar Speakers, Attendees, and Advertisers when designing the mission of an event and how the event is going to pay for itself. It gets very interesting when your planned mission, or unadvertised purpose of the event cannot be executed economically because your prospective benefactors do not have the resources to fund your event alone.

The Manufacturing Industry (NAICS 33) is currently going through some growing pains since the end of the covid pandemic. Economic recovery is happening in our industry, albeit at a slow pace. For equipment and apparel manufacturers specializing in the diving and diving related market, many of the industry's suppliers are contemplating whether they should be participating in the retail, wholesale, or trade markets. Each one has its own channel of distribution and how they market and advertise to their prospective customers. As a consequence of this conundrum, trade and consumer dive shows have lost substantial support and exhibitor participation. The silver lining in this dark cloud of uncertainty is that businesses who correctly focus on their core business are successfully working through this dilemma.

The Retail Industry (NAICS 45) has lost more than ½ of the recreational sporting goods stores that specialize in scuba diving. In the 1980's there were about 2,400 retail dive stores in operation. Today, according to DIVE LOCAL there are about 947 dive stores in the United States. While there are many reasons for the recreational diving industry market decline, a significant factor is the unbalanced focus on the equipment, training, and travel components of the industry. If you are currently in the dive store business, it may be a good exercise to ask yourself if you are in the dive equipment business, the diving instruction business, the travel business, or the retail business? We know that a good dive store is in all of these businesses, but the question is, "Which business do you perceive is your *PRIMARY* business?" Which one is your primary purpose for being in business? Once you have decided, your strategic planning process will be immensely simplified.

The Travel Industry (NAICS 56): Dive travel may be the number one activity that motivates people to become certified scuba divers. It wasn't always that way, but it certainly may be now. Knowing what business you are in is very relevant to the dive travel market. I would ask the dive travel wholesalers in our industry if they considered themselves Travel Professionals or Dive Travel Professionals? With the increasing competition in our industry with Ocean Cruising, River Cruises, African Safaris, and International all-inclusive Resorts, is the diving niche market still your main focus? Your answer may determine which type of trade or consumer shows you attend or exhibit at.

Choosing your level of priority in the dive travel business is an important consideration to make for Dive Travel Specialists in the Retail Industry. Promoting group dive travel could be very lucrative. We encourage retailers to have an extensive dive travel program for many reasons. My question for you is, "Is dive travel your priority as a revenue stream or is it a means to increase dive training certifications and diving equipment sales?" Selecting your priority and focus will determine the direction of your strategic planning and the extent of your marketing and advertising expenditures.

Sports and Recreation Instruction (NAICS 61): Our Industry would not be what it is today without scuba diving instructors. Whether you realize it or not, there are so many options available to Dive Industry Professionals these days it is almost overwhelming. The question of *What Business Are You In?* is very important to consider. You have the option to instruct independently or as an employee for a diving business. You can use your training as part of your job as a collateral duty or as the main purpose of what you were hired for. You can teach diving part-time or full-time. You can specialize in entry level open water students or Instructor training programs. Whatever floats your boat.

As a Professional Educator for over 50 years (20 years as an active Instructor) I could see where the question of *What Business Are You In?* may be left up to the Training Agencies or the diving businesses that hire scuba instructors. There are many levels of certification available to scuba instructors. The Global Diving Community grows when the industry certifies new entry level open water divers. The Global Diving Business Network benefits when people get certified because they become part of the niche market that purchases diving equipment and supplies, training, travel, and diving lifestyle products. So, diving equipment manufacturers, dive retailers, training agencies, and dive travel business all benefit by having more certified divers.

EDITORIAL

The Dive Travel Resorts and Dive Operators need a constant stream of Divemasters and Dive Instructors to fill their employment vacancies. They are interested in supporting Training Agencies that can provide them with qualified employees. That opens more opportunities for Training Agencies to have a sufficient number of Instructor Trainers on hand to train and certify more Instructors. The final conundrum is whether to prioritize the Global Diving Community's need for certified divers or ensure the sustainability of the Global Diving Business Network with certified and licensed Divemasters and Instructors. Regardless, it's all a matter of establishing what business you want to be in.

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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www.stcroixscuba.com

FAM Trip Gift Bags

By Gene Muchanski, Editor
The Dive Industry Professional

Since 2019 we have been putting together Gift Bags for our FAM Trip Participants. We look for sponsors who produce diving and diving related products that are useful to have on dive trips to the Caribbean. Gift Bags, commonly called SWAG Bags, perform a number of important functions. Primarily, they are a token of our appreciation to the qualified retail buyers participating in our FAM Trips. They are often items that can be used on a dive trip including such items as refillable water bottles, sunscreen products, insect repellent, sunglasses, Ball Caps, and Beach Towels. Because we are spending 4-5 days with qualified retail buyers from dive stores, we get to fulfill our mission of bringing buyers and sellers together for mutual benefit. Producers of diving and diving related products and services are always looking for new dealers and dealers are always looking for new vendors. We also present a gift bag to each of the buyers at the dive resort and dive operation. Caribbean Resort Buyers and Dive Operators rarely get sales calls from their vendor's sales reps because of the high cost of making sales calls in the Caribbean. As Trade Professionals, we get to perform that service. Participation in our Gift Bag program has been well received by our Vendor Sponsors and Retail participants.

Gift Bags for Bonaire FAM Trip: We would like to thank Divers Alert Network (DAN), Stream2Sea, and Lita's All Natural, in addition to Roatan Charter and Dive Industry Association for donating products and participating in our 2024 FAM Trip to Bonaire. Your products were well received, appreciated, and used throughout the trip. We were delighted to introduce your company to our FAM Trip Guests. Thank you.

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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:

- **"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.

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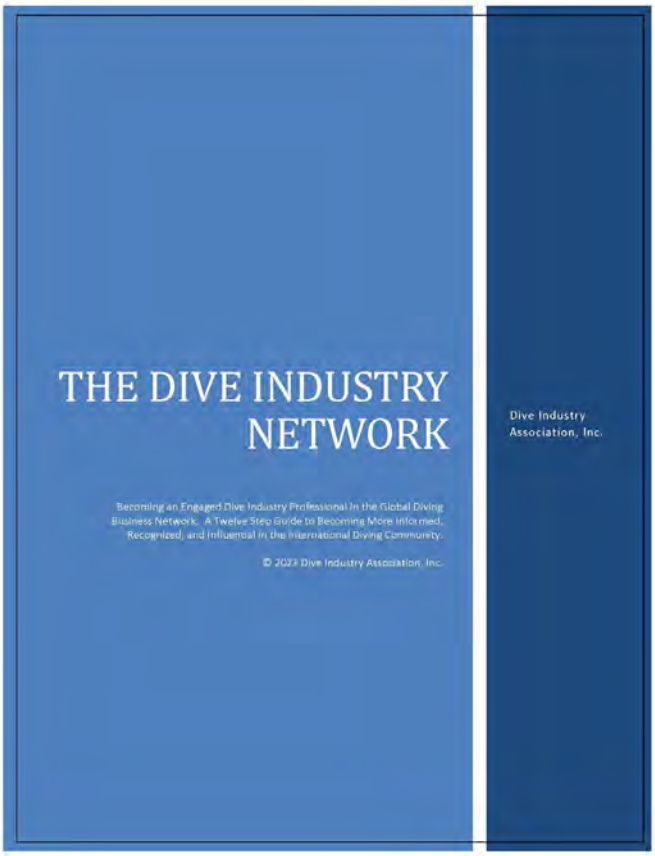
About the author:

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.



Customer Types In The Diving Industry

by Gene Muchanski, Editor
The Dive Industry Professional

Last month in our industry networking article we defined the working components of the Diving Industry. As you may recall, we categorized active divers as members of the Global Diving Community. We defined the Global Diving Business Network as businesses who were actively producing and selling their products in the global diving niche market. We further explained that individuals who work in the Global Diving Business Network are labeled as Dive Industry Professionals. We classify these working components in the Global Diving Community to help Dive Industry Professionals better understand the diving business market. It is important to understand who the buyers and sellers are in our niche market. That has never been done before in our industry and that has led to a lot of confusion and quite frankly, a high degree of stagnation and fragmentation in our business performance.

The purpose of this article is to give you an honest professional perspective on who the industry's buyers and sellers are. We'll even take it one step further and explain who our customers are, and which ones are part of the professional trade. Our goal is to make the buying and selling process easy to understand and easy to work with.

Three Degrees of Customers: First of all, customers, or consumers, buy the stuff we sell. Divers in the Global Diving Community buy the diving and diving related programs, products, and services that the Global Diving Business Network produces and sells. To simplify the process, we classify customers as current customers, former customers, and future customers. Current customers are the people buying from you now. Your former customers have bought from you before but have not made a purchase from you in the last 12 months. Future customers are the individuals who have not purchased from you yet.

Types of Customers: Divers in the Global Diving Community are the people who purchase our products. ***Collectively, they are our niche market.*** Acknowledging that all divers are consumers makes it easy to understand the global niche market. That's why it makes me laugh when people say that our annual trade show is not a consumer show. Of course it is. We are all consumers. But this is where the confusion and misinformation about diving consumers begins. Granted, all divers may be or have been consumers of diving and diving related products at one time, but the question is what type of consumer are they?

Retail Consumer: Retail consumers in our industry are divers who buy their products at a retail price point. Most of them purchase their products from retail dive centers and from online merchants. Not many surveys have been conducted to determine the annual sales breakdown of each category. I am sure that a small percentage of retail customers purchase their products directly from the manufacturers or from their scuba diving instructors and other trade professionals, but that is not the point here. The importance of the retail customer is that they are the backbone of the economic fabric of the global diving industry. That makes the Open Water Scuba Instructor and the entry-level Open Water Scuba Diver the two most important groups in the entire Global Diving Community. My reasoning behind this statement is that ***Open Water Scuba Instructors teach new divers who become the consumers of the diving niche market. Nothing is more important to the growth and development of our Global Diving Industry than***

creating the demand for our niche products.

Wholesale Customers: Wholesale customers are the qualified retail buyers who purchase products at the wholesale level. They usually are allowed to purchase at the wholesale level because they are purchasing inventory for resale in their retail outlets. Because they stock their outlets with merchandise for resale, they normally purchase in large quantities. They should also be purchasing their inventory at select buying periods or at calculated reordering points, but that is not always the case.

The wholesale buyers, as a group, have broken away from standard professional retail ordering protocols. They have gotten away from creating purchase orders on a seasonal basis. They have also significantly reduced their annual trade show purchase ordering. They have even gotten away from ordering in large quantities and are frequently buying in single quantities to fill existing orders. Breaking away from standard retail industry practices puts a strain on vendor-retail relationships. It disrupts original equipment manufacturing production runs and raw materials inventories. If a wholesale buyer is not going to be ordering in a timely, seasonal manner or in a profitable economic order quantity, are they really wholesale buyers?

Trade Consumers: You may never have heard of the term Trade Consumers. I've been using this term in the last few years to describe a strange abnormality in the buying and selling practices of diving equipment in our industry. The practice is not unique to the diving industry, and it has been going on since the invention of the Aqua-Lung. I call it the grey zone that lies between the black and white lines of retail pricing and the wholesale pricing.

Trade pricing for diving equipment was established long ago by diving equipment manufacturers who wanted to have their brands used by Dive Industry Professionals. You may know the practice as Key Man Pricing. In the days before scuba instructors were called influencers, they were referred to as opinion leaders. Knowing that scuba students were more likely to purchase the same type of equipment that was used by their instructors, creating a keyman program was a smart thing to do. There are two problems associated with the industry's trade consumers. Active Instructors have to replace their gear more often and full time Instructors frequently cannot afford their own equipment. Especially the more expensive brands. Part time scuba instructors who have "real jobs" outside of the diving industry have no problem paying for the more expensive brands. ***Being a part time instructor has its perks.***

Keyman programs in the past were created by the dive equipment vendors but left up to the dive stores to manage. The equipment manufacturers set the pricing and the number of keyman instructors the store could qualify. The dive stores picked the instructors who were most active in instructing and allowed them to participate in the program. In theory, the instructors who were teaching the most students were allowed to purchase their equipment at a reduced rate. The equipment vendors gained more influencers who were wearing their gear, and they made more wholesale sales to the dealers. Dive stores made more sales to their retail customers in the long run, by giving up the profits from keyman sales.

Keyman programs have become more complicated in the past few years as the number of trade customers in the diving industry has grown. Keyman programs may have been more manageable 30 years ago when the industry had 2,400 dive stores in the United States and perhaps 2 or 3 Instructors on staff at each store. Selling diving equipment to a few instructors at a keyman rate was economically beneficial in exchange for the increase in retail customers the instructors were creating. However, the retail store population has declined to approximately 947 stores in the U.S. and the number of Divemaster and Instructor staff per store has skyrocketed. We frequently see the teaching staff at dive stores easily exceeding 20-30 instructors and divemasters. Increasing your store's teaching staff from 2 to 20 would be a tremendous boom to the diving industry if these new instructors were certifying a proportional level of open water divers who became retail customers, but that has not been the case. For many years now, Instructor and Divemaster numbers are significantly up and open water certifications are significantly down. I don't have to tell you what it means when the percentage of retail customers declines, and the percentage of trade customers increases.

To complicate industry economic issues even further, keyman programs as we know them, may be in jeopardy. Dive stores cannot afford to offer trade discounts to 20-30 of their best customers because they happen to become a divemaster of Instructor. Espe-

cially if their new staff members are not creating significantly more retail customers for them. Some dive equipment manufacturers have been experimenting with their own keyman programs or ambassador programs by offering deep discounts to qualified trade customers. Their criterium for qualifying for their program may vary and include Instructors, Divemasters, Veterans, Public Safety Divers, Dive Store Employees, and Social Media Influencers. I cannot say if they are working in conjunction with their Dealers or not. I hope they are.

It's time for a unified Industry Study to create a program that rewards Dive Industry Professionals for being active trade customers and creating a significant increase of retail customers for the diving industry. The entire supply chain in the Global Diving Business Network would benefit from such a program. Sales and growth are important aspects of the Global Diving Industry, but only controlled growth and strategically planned sales are sustainable solutions to the economic growth and development of the Global Diving Community.

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

# # #

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 have always offered 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* on our website.

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

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

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

RENEWING MEMBERS

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

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

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

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

0348 – American Cylinder & Safety LLC – Service Provider – www.AmericanCylinderandSafety.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

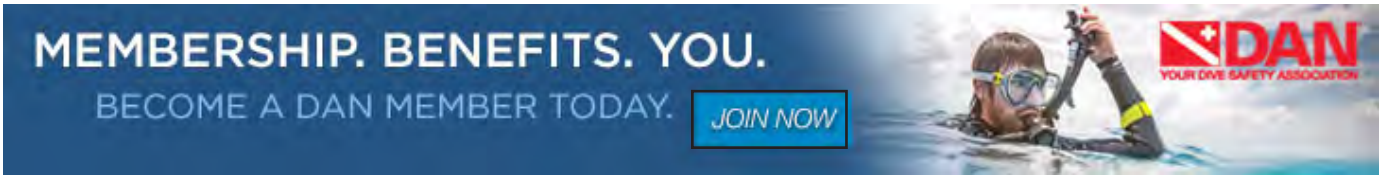
0368 – Captain Don's Habitat – Travel, Dive Resort & Dive Operator – www.HabitatBonaire.com

0425 – Sharkbanz – Manufacturer – www.sharkbanz.com

0429 – The LZK Group LLC – ZooKeeper – Manufacturer – www.LionfishZK.com

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

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



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 Dusseldorf*** – 54th 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 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

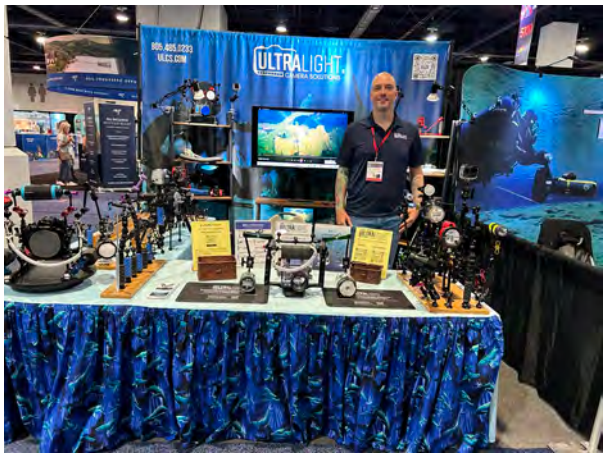
September 4-6, 2025: ***Surf Expo***. 48th Annual Industry Trade Show. Orange County Convention Center – South Concourse, 9800 International Drive, Orlando, FL 32819. Contact Rod Tomlinson. Toll Free Phone: 800-947-7873. email: rod.tomlinson@surfexpo.com Direct: 678-781-7914. Web: www.surfexpo.com

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

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

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

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

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

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

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

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

Our Goals are to:

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

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

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

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

MEMBERSHIP APPLICATION

Company Name: _____

[ ] Proprietorship [ ] Partnership [ ] Corporation [ ] LLC Years in Business: _____

Contact Person: _____ Date of Birth: _____

Contact Person's Position: _____Years with Company: _____

Business Address: _____

City / State / Zip: _____

Business Phone: _____ Fax: _____

Toll Free Phone: _____ Toll Free Fax: _____

Home Phone: _____ Cell: _____

Facebook: _____ Skype: _____

E-mail Address for directories: _____

E-mail address for DIA correspondence: _____

Web Site (URL): _____

Trade Directory by-line (1-2 lines only): _____

DEMA Member? [ ] No [ ] Yes Number: _____ Votes: _____ Voting Delegate: _____

Category – Business - (Choose One) $25 Registration Fee + $100 Annual Membership Dues

[ ] Manufacturer [ ] Distributor [ ] Retail Center [ ] Charter Boat [ ] Dive Club

[ ] Service Provider [ ] Industry Media [ ] Trade Association [ ] Training Association

[ ] Service Organization [ ] Trade Show Organizer [ ] Training Facility [ ] Travel Business

Category – Individual - (Choose One) $25 Registration Fee + $50 Annual Membership Dues

[ ] Sales Representative [ ] Professional Educator [ ] Industry Professional

Payment Method: [ ] Cash / [ ] Check / [ ] Credit Card / [ ] PayPal / [ ] Square

[ ] Check (payable to Dive Industry Association, Inc.) **$** _____ Check # _____

[ ] If paying by Credit Card, please fill out: Type: [ ] American Express [ ] MasterCard [ ] Visa

Credit Card #: _____ Expiration Date: _____ CVV: _____

Card Holder's Name: _____ Signature: _____

[ ] Referred by: _____

* DIA retains the right to re-classify members according to our membership standards.

Mail to: Dive Industry Association, Inc., 2294 Botanica Circle, West Melbourne, FL 32904-7339

DIVE INDUSTRY
FOUNDATION
PROMOTING ECONOMIC DEVELOPMENT IN WATERSPORTS