


Hello!

James McMullin's widely shared and much-commented-on social media post about the challenges facing our dive industry has sparked an important conversation. https://www.facebook.com/share/p/1DR4mfoymK/?mibextid=wwXIfr

I'd like to build on that conversation with a simple, visible show of support for brick-and-mortar dive stores at DEMA.

While preparing for DEMA, I realized the textured faux brick I already had could become a simple, visible symbol of support for our brick-and-mortar dive stores. That sparked an idea: What if others displayed a brick, too?

Dive stores carry the weight. Our relationships hold the industry together.

The brick represents the stores that introduce people to diving, equip them, teach them, and keep them connected. The mortar represents what holds us together: relationships, knowledge, service, fair dealing, and follow-through.

What if we made that support visible at DEMA by displaying a brick—or a little textured faux brick—at our booths and tables?

When I shared the idea with William Cline at Scuba Diving Industry Magazine, he said he would bring a real brick from home to put on his display table as a sign of support!

If you'd like to participate, I can provide textured faux brick for your display—or you can follow William's lead and bring your own.

It's a small gesture that can open a meaningful conversation: What are we each doing to help our dive stores thrive, and what can we build together?

This theme also carries into my writing for Scuba Diving Industry Magazine, including "Back from DEMA: What Will You Build?" scheduled for one week after the show—a reminder to turn the ideas and connections we bring home into action.

I've shared the concept with DEMA as well. In the meantime, I wanted to invite a few industry colleagues to help bring it to life.

Interested? Reply and let me know, or come see me at ScubaDoRag®, Booth 2528.

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