THE DIVE INDUSTRY PROFESSIONAL

May 1, 2026 - Vol 26, Issue 5

EDITORIAL
Integrating the Diving Community

MARKETING
Mastering Face-to-Face Marketing

INDUSTRY PROFILE
Darion Pietersz
PADI Dive Instructor

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Welcome to the May 2026 edition of *The Dive Industry Professional*. ***This year, we are celebrating our 25th Anniversary.*** 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 through our use of 21st Century marketing tools and technologies.

We begin this issue with our editorial, ***Integrating the Diving Community.*** The number one problem in the diving industry has always been fragmentation. Our industry has been in constant struggle with our competitors. Training Agency against Training Agency. Equipment Brand against Equipment Brand. Dive Store against Dive Stores. The current 21st Century attitude toward dive business is now, ***"Sure we're competitors, but we are still brothers and sisters in the Global Diving Business Network."*** That's the way it should be. This article discusses Fragmentation, Segmentation, and Integration. Learn how to control and use these very important concepts in your dive business.

Our Marketing Series continues with ***Mastering Face-to-Face Marketing.*** There is a 21st Century spin to the tried-and-true face-to-face marketing. No more cold calls during face-to-face encounters. We look at B-B, B-C, and C-C marketing and how we can improve our outcomes by integrating digital, print, and face-to-face in our conversion campaigns.

Our Industry Profile features Buddy Dive Resort Bonaire's new PADI Instructor, ***Darion Pietersz.*** Congratulations Darion on becoming the first Instructor candidate to participate successfully in earning a PADI Dive Instructor certification through the support of the Murphy Henar Foundation. Sure beats washing cars, doesn't it?

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

Integrating the Diving Community

by Gene Muchanski, Editor
The Dive Industry Professional

The main purpose of Industry Planners is to identify industry challenges and create a plan to overcome them. Last month's editorial talked about Defining the Global Diving Community. Once we define the universe we work in, it's easy to see the individual components for what and who they are. Through observation and research, planners can identify an industry's strengths, weaknesses, opportunities, and threats. ***Knowing what is right and wrong with the recreational diving industry is not the end goal. It is only the beginning of what we call an opportunity to take corrective action.***

The month of May is historically the official beginning of the scuba diving season. Obviously, many things have changed in the last 20 years in the recreational scuba diving industry, but rather than rehash the problems, trends, and paradigms of the past, let's look at the Global Diving Industry from the current perspective of a recreation that is recovering and self-correcting itself after the historical economic downturn caused by the covid pandemic. There is no question that the diving industry is improving today and is starting to grow again. However, growth looks a little different than it did in the past. That might be the good news. The bad news is that we are bringing some of our negative baggage with us into the new economic recovery.

The diving industry can grow and will succeed in the future if Dive Industry Professionals understand and learn how to control and work around fragmentation, segmentation, and integration.

Fragmentation: The global diving industry has always been fragmented. It still is. In my opinion, that has been the industry's biggest downfall. Fragmentation is the breaking down of a single unit. The unit could be a company or an industry. Fragments are pieces of a whole and do not usually work together. Fragmentation causes us to work alone in silo models, and it results in duplication of effort across the industry spectrum. The diving industry, as a single entity, should never condone fragmentation and should always promote unity.

Segmentation: Segments are pieces of a whole. Segmentation is the process of researching, studying, and processing pieces of a unit as it applies to the whole. It makes good business sense to work with segments of an industry to learn more about their role in and contribution to the whole. The diving industry has many segments, or stakeholder groups as we call them. You can think of equipment manufacturing, dive training, and dive travel as important segments of the industry. You can also think of swimming, snorkeling, freediving, spearfishing, scuba diving, and technical diving as important segments of the recreational diving industry. It doesn't matter how you use segmentation to help you define or work with various segments in the diving industry. The important point to remember is that all of these segments are part of a bigger whole.

Integration: Integration is the process of bringing together components, systems, and segments into a functioning entity. Integrating various segments is more than a collection of unrelated businesses or concepts. Integration is all about individual segments that work harmoniously together to produce a common outcome. Much

like the human body that is made up of many organs and body parts, an industry is an entity that is made up of many individual businesses that work together to supply programs, products, and services to consumers who need, want, and can afford them.

How Integration Applies to the Diving Industry: I can think of three ways where integration would help the diving industry to grow in the 21st century. The first way is stakeholder integration. The second is market integration. The third is shows & events integration.

Stakeholder Integration: The old way of doing business in the diving industry was to focus on what your stakeholder group was designed to do. Teaching diving, selling gear, and selling travel were isolated events, performed by separated, disengaged stakeholder groups. This is 20th Century silo behavior. ***The 21st Century model is to adopt an industry-wide paradigm*** that recommends a Learn to Dive – Buy Your Gear – Go Diving – Stay Active approach. This new way of creating active scuba divers gives all stakeholder groups a role to play in the customer journey of a recreational diver. Dive Industry Teaching Professionals teach a person to dive. Dive Industry Equipment Advisors help the newly enrolled diving student to select and purchase their gear. Dive Industry Travel Advisors arrange travel plans for the diving community participants. Dive Industry Lifestyle Advisors keep people active in the global diving community.

Diving Segment Integration: Using the word SCUBA to describe the Diving Industry is so 20th Century thinking, or as my friends say, "So last Tuesday." Even calling us the diving industry is becoming slowly outdated. We are watermen and waterwomen. We all have water as our common element, but our tribe engages in swimming, snorkeling, freediving, scuba diving, rebreather diving, technical diving, and lifeguarding, water rescue, and mermaid diving. How about water polo and underwater hockey? Where do they fit it?

The 20th Century way would be to fragment these segments and start their own niche community. Actually, the Technical Diving Community and the Freediving Community have started that process with their own niche Trade Shows & Events. Which is OK to some extent but is starting to show signs of limitation and lack of impact. The 21st Century model would be to combine marketing efforts and an integrated budget when and where possible. Dive resort destinations are making incredible progress with integrating many different watersports segments in their business. The diving industry should make this a high priority to develop ideas, plans, and strategies to generate ideas along these lines.

Shows & Events Integration: Dive Shows & Events are coming back. We have been following the exhibitor numbers for over twenty years and have mapped the highs and lows of trade and consumer dive shows. Knowing that shows and events are more than just exhibitors, we also look at and record seminars, sponsors, and total attendee numbers where we can. We know what components make dive shows successful or not. Now all we have to do is get show producers to think out-of-the-box and try some new ideas. Call me Don Quixote, but I think we can do it.

Integrating Shows & Events: Shows & Events are big business. They are capitally intensive to own and operate, but says Rhonda Abrams, in her book, Trade Show In A Day, "Trade Shows Work." I agree with Rhonda. Trade shows do work, but they only work if the exhibitors and attendees are properly matched.

There are three types of shows & events in the diving industry. The trade show, the consumer shows, and the professional development conference. The trade show features wholesale exhibitors in the exhibit hall who sell to qualified retail buyers. A consumer show features exhibitors in the exhibit hall who sell to the attendees. A professional development conference is where the attendees are there primarily for the educational seminars and workshops.

EDITORIAL

My 21st Century model would have sections of like-mind exhibitors in the exhibit hall. The sections would be diving equipment, training, travel, services, apparel, and non-profits, amongst others. The exhibit hall would also have a technical section, an underwater imaging center, and a business technology section. Much like what we have today. The seminars and workshops would also be what we have become accustomed to. Specific seminars for specific target groups of divers, instructors, retailers, and business staff personnel.

The difference I would propose to the show producers in the 21st Century would be to add a consumer component to our Trade Shows and a wholesale component to our Consumer Shows. The reason being is that this approach is consumer-centric and in line with the way modern day wholesaler and retailer buyers make their purchasing decisions today. I recently surveyed Qualified Retail Buyers in a territory where a consumer dive show was planned. When asked if the retail business community was going to attend the dive show in their territory they responded no, because it was a consumer show and therefore had nothing that was of interest to them. Even though there were hundreds of their vendors who were exhibiting at the show, they didn't feel like the show had value for them. Unfortunately for the show producers, by not including the local retailers in their show plans, they did not have the support of the local retailers and their customers for that matter. Consequently, the local retailers made plans for classes and trips during time the show was scheduled, which meant that fewer consumers made plans to attend the show.

My suggestion is to invite Dive Retailers of the local diving community to their shows & events. Exhibiting vendors could schedule sales rep meetings with their local dealers. By adding a trade component to a consumer dive show, the show producers would be in a position to add significant seminar space for professional trade development. An integrated trade and consumer dive show is a great way to enhance regional market penetration and increase market share, at a fraction of the addition cost.

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 on your behalf to bring buyers and sellers together for the benefit and growth of the Global Diving Community. Download a Membership Application today.

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Marketing Series:

Mastering Face-to-Face Marketing

by Gene Muchanski, Editor
The Dive Industry Professional

One of the best forms of marketing is face-to-face marketing. It is also the oldest form of marketing that has been used in the diving industry for seventy years now. With the accepted use of face-to-face marketing, you would think it is well understood and practiced seamlessly throughout the industry. But that's not the case. Although some dive marketers use it very successfully, some think it is too costly, time consuming, and unproductive. Some even think because it is an old idea, it is therefore no longer relevant in the modern-day marketing paradigm. Let's examine some of the components of a face-to-face marketing campaign and I'll let you decide for yourself.

There are many different types of face-to-face campaigns. I like to compare the advantages and disadvantages of Business to Business, Business to Consumer, and Consumer to Consumer. I bet you never heard of C-to-C selling before? I just made it up.

Business to Business Selling: A popular B-to-B selling method occurs when a sales rep visits their accounts for a sales call. Studies have been done to show how capitally intensive this method is. Sure, it can be effective, but it does take a lot of time, money, and manpower to execute. A more realistic and cost-effective way to succeed at B-to-B selling is by exhibiting at a Trade Show. The event takes place in 1-4 days and has many advantages. Large numbers of accounts visit with their vendors, reestablish relationships, receive updates on programs, products, and services, and write orders on the spot. New Dealers can be acquired by exhibiting vendors at their booths.

The Dive Industry Association has been recommending another way to acquire new dealers and sell to current dealers, at consumer dive shows. When local dive store dealers attend their Regional Dive Shows, they find out that their vendors are exhibiting at the show. I don't know why these vendors think that only end users of their products are attending the shows? By adding a small trade-focused component to their booth, they can do B-to-B business with their current customers and hopefully gain new dealers.

The same argument holds true for other watersports trade shows. Exhibitors at the Surf Expo have been under the impression that only sporting goods dealers (big box) buy their snorkeling line at the Surf Expo. In recent times, there has been a focus on Freediving and Spearfishing Dealers at Surf. My argument is that Florida has 24% (207 dive stores) of all the Dive Retailers in the United States. That is a pretty big market to exclude, when you are spending so much to exhibit at a very well-attended trade show.

Another twist on business-to-business marketing can be conducted by equipment, training, or travel vendors with their regional dealers, using FAM trips. As a FAM Trip Leader, I have experienced the relationship bonding that takes place when a

vendor escorts a group of Qualified Retail Buyers on a 5–7-day familiarization trip. In my opinion, this is face-to-face selling perfected.

Business to Consumer Selling: B-to-C selling is hotly debated in the diving industry for a number of reasons. The major stumbling block is that the diving industry has not yet come to grips with customer centricity. Sure, we all want to reach that elusive six million diver market, but as the band Counting Crows, in their song "Mr. Jones" says, "We all want to be big stars, but we don't know why and we don't know how."

Thank God for Dive Industry Planners. I believe the key to reaching the global diving consumer market is to understand diving consumers and consumer behavior***. It's not all about you and your product, it's mainly about consumer needs, wants, and desires.*** It's about building a Global Diving Business Network that produces the goods and services consuming divers need, want, and are willing to purchase. It's about meeting their needs so they can actively participate safely in diving and diving related activities.

The first step in developing successful business to consumer campaigns is to understand the difference between marketing and selling. Producers (vendors) of diving and diving related programs, products, and services spend a lot of time, money, and manpower marketing, advertising, and promoting their company and their products. They may call if brand marketing, but we call it for what it is…spending money on advertising with no call to action for the consumer.

The diving industry is made up of buyers and sellers of diving and diving related programs, products, and services. The global diving community relies on the global diving business network to provide them with diving equipment, diving services, training, travel, and lifestyle products so they can safely and enjoyably participate in diving and diving related activities. The diving industry relies on a workable channel of distribution to manage the flow of goods and services from producer to consumer. Ou Industry Marketing Professionals oversee the exchange of goods and services from conception to consumption. The Dive Industry Professionals in our industry support and work in both the supply and demand sides of our economy.

As the diving industry's premier Membership-Trade Association, the purpose of the Dive Industry Association is to bring buyers and sellers together. Our objective is to build the marketing bridge that connects buyers and sellers. It is our call to action to research, study, create, and manage successful, cost-effective ways of communicating, marketing, and selling through the supply and demand chains of our industry.

There are many ways to reach the general public. Some are traditional and some are new because of the age of digitized data, images, and objects. We are at the cross-roads of traditional and digital now and hopefully will be able to develop and recommend a channel of distribution that is amiable to all components in our supply and demand chains.

Consumer to Consumer Selling: Consumer to Consumer? What do you think Opinion Leaders are? How about influencers? Does your company have any Product Ambassadors? Welcome to the day and age where face-to-face meets word of mouth and social media influence all at once. Combine a word of mouth and social media campaign with a call-to-action, and you'll have the potential to increase your brand recognition and sales conversions using 21st Century marketing tools.

Hybrid Marketing Solutions: If you are using a 20th Century approach to face-to-face marketing campaigns, you may be disappointed in the results. Instead, think of face-to-face as the final part of an integrated marketing campaign. A 21st Century approach utilizes a Customer's Purchasing Journey format. A customer's purchasing journey begins as a non-customer and ends with a positive conversion, which we call a sale. A customer's journey is also referred to as a conversion chain. It starts off with getting a

person's attention in your product or your company and moving them along a path that includes impressions, visits, becoming leads, demonstrating interest, and after following a call-to-action, becoming a customer.

Using modern-day marketing concepts, start a customer's journey using inbound marketing vehicles that allow your future customer to learn about your company and your product before they meet you in person. Digital marketing vehicles help prepare your customers that you plan to meet in a person-to-person scenario, such as a sales call or dive show, to become familiar with you ahead of time. This way, meeting them at a dive store or dive show will not be a cold call. My favorite magazine advertisement of all times was conducted by McGraw Hill Magazines. It starts off with "I don't know who you are. I don't know your company." And it ends with "Now - what was it you wanted to sell me?" They showed us that sales start before your salesman calls.

Inbound marketing cuts down on the time to a successful conversion in a face-to-face scenario. Your customer is already familiar with you, your company, and your product. They may have progressed from first time impression, through qualified marketing and qualified sales lead. All that is left for you to do is break the ice upon meeting them and moving on to close the sale.

Sales Reps that exhibit at trade and consumer shows know that making appointments with their current customers prior to seeing them in person is extremely beneficial. The same things goes for scheduling meetings with new clients. Don't make the mistake of exhibiting at trade or consumer dive shows and not scheduling appointments with potential customers. ***Having a booth at a dive show that attendees are not aware of gives you only about 3 seconds of time to get a passing-by attendee to notice you and stop at your booth to engage.*** With proper prior planning, face-to-face marketing can be very successful for you and your company.

# # #

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Darion Pietersz
PADI Dive Instructor

Bonairean Darion Pietersz Becomes PADI Dive Instructor Through Murphy Henar Foundation - *Kralendijk, Bonaire, June 8, 2026*

A significant milestone for Bonaire's diving community has been achieved as Darion Pietersz has become the first participant to successfully graduate as a PADI Dive Instructor through the support of the Murphy Henar Foundation. His achievement not only serves as an inspiration to young Bonaireans aspiring to build careers in the diving industry but also demonstrates that there are multiple pathways to professional success on the island.

The Murphy Henar Foundation was established in memory of Murphy Henar, a beloved employee of Buddy Dive Resort who was known for his passion for the ocean and his commitment to mentoring young people. According to Tina Wall, Dive Operations Manager at Buddy Dive Resort and a key figure within the foundation, the organization's mission is to create opportunities for Bonaire's youth within the diving industry. "Murphy always took newcomers under his wing," said Wall. "He did not just teach people how to dive; he taught them how to become better professionals. The foundation continues that legacy."

From Car Wash Employee to Dive Instructor

Darion began his career at Buddy Dive Resort working in the car wash department. From there, he advanced to the dive shop, earned his Divemaster certification, and eventually set his sights on becoming a dive instructor. When he was ready to take that next step, the Murphy Henar Foundation provided financial support, making him the first instructor-level candidate sponsored by the organization. "Darion was born and raised on Bonaire and has developed himself step by step," Wall explained. "When he decided he wanted to become an instructor, we felt that this was exactly

the kind of ambition the foundation was created to support."

Wall noted that pursuing instructor-level training is not always straightforward for young people on Bonaire. The cost of certification programs can be significant, and language barriers may present additional challenges. "Many young people on Bonaire learn in multiple languages simultaneously, which can make training programs more demanding," she said. "However, with guidance, practical experience, and determination, they can achieve remarkable success."

An Alternative Pathway to Success

Wall emphasized that the diving industry offers meaningful career opportunities for young people who may not always thrive within traditional educational systems. "Diving combines theory with hands-on experience, teamwork, responsibility, and interaction with people," she said. "Not everyone excels in a classroom environment, but some young people truly flourish in learning environments where mentorship and practical experience are central." The foundation currently supports several Bonairean candidates, including both employees of Buddy Dive Resort and students who have expressed an interest in pursuing careers in the diving industry.

Inspiring the Next Generation

For Darion, earning his instructor certification represents an important milestone in his professional journey. Asked why he wanted to progress from Divemaster to Instructor, he explained that he was eager to continue developing his skills and share his knowledge with others. Today, he looks back on the experience with pride. His message to other young people on Bonaire is simple: "If you have a dream, you have to give it a try yourself. Come experience it and discover whether it is right for you." And for future students considering training under his guidance, his answer is immediate: "Yes, of course I will help them," he said with a smile.

Through Darion's success, the Murphy Henar Foundation hopes to inspire more local young people to develop their talents within the diving industry and seize opportunities when they arise.

About Buddy Dive Resort

Buddy Dive Resort Bonaire is one of the Caribbean's leading dive resorts, offering world-class shore diving, full-service dive facilities, professional training programs, and comfortable accommodations. As a PADI 5-Star Instructor Development Center, Buddy Dive provides a full range of scuba education from entry-level courses to instructor development and continuing professional education. Over the last few years, Buddy Dive Resort was recognized as one of the World's Best Dive Resorts & Operations in *Scuba Diving* magazine's Reader's Choice Awards: Top 100 Gold List.

Media Contact

For PR inquiries or other PR related questions, please contact marketing@sapiasbv.nl

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Kralendijk, Bonaire
www.buddydive.com
International: +599 717 5080 / +599 789 5080
Toll-Free US/Canada: 1-866- GO-BUDDY

2026 DIVE & 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

February 28 – March 1, 2026: *Go Diving Show - UK.* Dive Show. Naec Stoneleigh Park, Coventry, United Kingdom. Contact Ross Arnold. email: events@rorkmedia.com Web: www.godivingshow.com

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* - 47th 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: events@rorkmedia.com Web: www.scubashow.com

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: events@roakmedia.com Web: www.scubashow.com

SHOWS & EVENTS

September 16-18, 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

September 5-6, 2026: *Go Diving Show - Australia.* Sydney Olympic Park. Sydney, Australia. Contact Ross Arnold. Rork Media. email: events@rorkmedia.com Web: www.godivingshow.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

"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

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Toll Free Phone: _____ Toll Free Fax: _____

Home Phone: _____ Cell: _____

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E-mail Address for directories: _____

E-mail address for DIA correspondence: _____

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

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* 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

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

0450 – Divers Alert Network (DAN) – Non-Profit Organization – www.dan.org

0451 – Ocean Vibes Scuba / Salt Raker Inn – Travel, Dive Operator – www.oceanvibes.com

RENEWING MEMBERS

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

0048 – Tektite Industries, Inc – Manufacturer – www.tektite.com

0061 – Travel Resource Solutions, Inc. – Travel, Reservation Services – www.trsres.com

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

0073 – Discovery Diving Co., Inc. – Dive Store & Dive Operator – www.discoverydiving.com

0074 – Scuba Diving International (SDI) – Training Agency – www.tdisdi.com

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

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

0224 – Island & Cruise Adventure – Travel, Travel Advisor – www.islandcruiseadventure.com

0272 – Big Blue by Roland St John – Manufacturer – www.bigbluedive.com

0307 – Mexico Liveaboards – Travel, Liveaboards – www.mexicoliveaboards.com

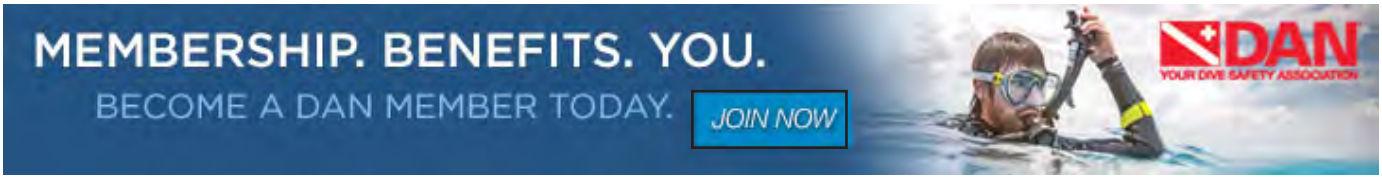
0331 – Innovative Scuba Concepts – Manufacturer – www.innovativescuba.com

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

0378 – Scuba St Lucia – Travel, Dive Resort & Operator – www.scubastlucia.com

0410 – OCG Creative – Service Provider, Digital Marketing – www.ocgcreative.com

0428 – Heroes del Mar – Non-Profit Organization – www.heroesdelmar.org



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