

# THE DIVE INDUSTRY PROFESSIONAL

April 1, 2025 - Vol 25, Issue 4



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# EDITOR'S GREETING

Welcome to the April 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 21<sup>st</sup> 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, ***Working the Business Network***. This article discusses why business networks are so important and how they can affect day-to-day operations in the diving industry. We help you understand which ones are important and how others could be more effective if they put their minds to it.

Our Industry Network Series looks at ***The Business of Diving Workbook***. When you enrolled in scuba class you probably got a book and a workbook to help you learn everything you need to know about becoming a certified scuba diver. When you signed up to become a scuba diving instructor, I know you must have had both. But what did you get when you started your diving business? Nada. We all know too many scuba instructors who started a diving business with less knowledge, instruction, experience, and preparation than they did as a diving instructor. Maybe that is why so many diving businesses go out of business? It is our mission to change that outcome. Creating a Business of Diving Workbook may be the first start to growing successful diving businesses in the Global Diving Business Network.

One great way to stay on top of current events in the diving industry is to read our ***Weekly News***. Brought to you every Tuesday for free. It's a quick "scroll and click" way to keep up with what is going on in the diving industry. And did we say it was FREE too? Subscribe today.

Our ***Membership*** page invites you to join the Dive Industry Association and find out why so many dive businesses become Members and renew in our Global Diving Business Network. And finally, our ***Shows & Events*** column brings you upcoming events for 2025. ***Enjoy the read.***

*Gene Muchanski*

Editor, *The Dive Industry Professional*

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

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## Trade Publication

*The Dive Industry Professional*

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## Quick Links

[www.diveindustry.net](http://www.diveindustry.net)

[www.diveindustry.org](http://www.diveindustry.org)

[www.divelocal.org](http://www.divelocal.org)





# ARE WE THERE YET?

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# EDITORIAL



## Working the Business Network

by Gene Muchanski, Editor  
*The Dive Industry Professional*

Networks and networking are two very interesting topics that have significant relevance in the Global Diving Community. Networks and networking can be professional or pathetically clickish. In our industry, there are social networks and business networks. In both cases there are networks that people join and there are networks that people naturally belong to because of common interests with other people. That means that some networks are created by individuals and some networks come into existence naturally. Most of us understand the composition and rationality behind some of the created networks, like societies and halls of fame organizations. They are organized associations of selected inductees that share a common denominator or a specific level of achievement. It is the informal networks in the recreational diving industry that we deal with when we discuss industry economic development, growth, and sustainability. To understand the *Business of Diving* in the Global Diving Community, it is necessary to understand the existence and makeup of the many informal off-the-books business network groups that are very influential in their niche markets.

**Understanding Business Network Niches:** Business network niches start off as a loose affiliation of people who are in a common industry, producing similar products and services, and having a common desire, interest, business model, or agenda. Because of the things they have in common, they frequently come in contact with each other and start informally networking together. If there are many things they have in common, or if they are collectively faced with external challenges from entities or events outside of their group, they may form an official networking organization, with the sole purpose of working together for a common cause. Sound familiar? Of course, that's how many trade shows are started. Sellers band together and invite their buyers to meet them at an event for the purpose of writing orders, and anything else that is part of their Buyer-Seller relationship. If it works, they make plans to do it again, and again, until it doesn't work anymore.

**Not All Business Network Niches Work:** Our industry has seen informal groups come together, form official organizations, do some good, and then fail. We have seen groups who banded together to do something positive for themselves and the industry, do well and grow their network. Groups that are formed to negate the forward progress of other organizations tend to argue amongst themselves and disband for lack of a positive agenda. But it is not only the bad networks that fail in the long run. Looking back on the 60-year history of the diving industry and you will see some great organizations and business networks who have failed after serving the industry well for many years.

**Why Do Good Networks Go Bad?** Dive Industry Professionals with more than 20 years in the business know exactly where I am going with this. If you are new to the industry you may want to sit down and talk with someone who has seen networks and organization in the diving industry start, grow, succeed, and then fail.

**Network to Network:** I have a lot of respect for business networks that are formed to brainstorm strengths, weaknesses, opportunities, and threats with their peers. No man is an island, and neither are like-minded businesses and industries. There is strength in numbers and businesses that try to go it alone are always the first to be picked off by their competitors. Networks that are formed to acknowledge their similarities and work together have a higher propensity for success. I call it the ability to complete the mission.

When networks come together to create something new like a trade show, dive show, or event, they turn to each other for financial and technical input. The secret to their success is that each one of the networking members is allowed to have a stake in the game. We all know that having “skin in the game” or a “dog in the fight” is a real motivator to work hard enough to make the event successful. It is my opinion that as long as networking members are running their own event and all have something to win or lose, will they always take it seriously enough to participate in and succeed.

**Network vs Network: Failure happens when there is network conflict.** When one network group is controlling an event that is contingent upon other networks to make it successful, their financial balance may come into question. **Financial balance is when both the buyers and sellers of a proposition benefit equally.** When a financial imbalance occurs, the side that is not receiving an equitable return may decline to support the program in the future. If enough members from one network feel the same way (and they do talk to each other), then the end result is financial collapse. We have all seen it before and we are seeing it again in real time. Remember *The Super Show*? That was a gigantic Sporting Goods Trade Show. Where is it today?

**A Good Match Needed For Success:** If I may use the example of dive shows and trade shows again, they succeed or fail based on how well matched the exhibitors and attendees are. The perfect trade show for diving equipment and supplies

would be having exhibitors that produce diving equipment, supplies and apparel and attract attendees who are qualified retail buyers. Obviously, at a consumer dive show, the exhibitors would be retail dive stores and the attendees would be qualified scuba divers looking to purchase their own equipment, training, or travel products and services. If the venue was focused on dive travel, the exhibitors would be sellers of dive travel, and the attendees would be travel buyers. Again, the venue could be set up as a trade show for wholesale sales or a consumer show for retail sales. As long as the exhibitors and attendees are a match, the venue could be successful.

**Why Do They Fail? Dive Shows & Events succeed if the sellers are meeting the needs of the buyers and the buyers are meeting the needs of the sellers.** When that stops happening, the whole system collapses. **It's no mystery. When the water supply dries up, the herd moves on.** That may be easy for someone outside of the hosting network to see, but not so for the people on the inside. Einstein said that you can never solve a problem with the same mindset that created the problem. The trouble with the diving industry is that as networks grow old and inflexible, so do their people. And I don't just mean in terms of years on the planet. It usually is the same crowd, doing the same thing, the same way they have always done it, all the while failing to analyze their annual progress or lack of it. They don't bring in new people (outsiders) and they don't try new ideas (other people's ideas) and they don't update their purpose or their current mission. For many years after their peak, some networks and organizations slow down, become less effective, and financially hemorrhage until a Diving Doctor is brought in to call the time of death. Is there a doctor in the house?

**Is There Any Hope?** Of course there is! Networks, organizations, and events are dynamic entities. They have a purpose and should always have a current mission. They are created to do something positive for their network and their industry. Networks should always be focused on

# EDITORIAL

moving forward, with a purpose. They need to be flexible, innovative, adaptable, and inclusive. When their mission is complete, it's time to tackle another mission, or move on.

## **Make Your Event or Business Relationship a**

**WIN-WIN:** Benefit balance does not only apply to the financial relationship between show producers and exhibitors. It equally applies to equipment manufacture and dive store relationships, training agency and instructor support, and travel wholesaler and group leader working arrangements. If a business relationship becomes unbalanced, the side that is being short changed will likely stop supporting the current event and formalize their own network to create a situation that benefits them.

## **Why It Is Important to Work Within a Network:**

It's important to form an organized network of like-minded businesses in order to compare operating practices and discuss problems you may have in common as other members of the network. There will be times when negotiating for supplies and services that having a large network will work to your advantage. Insurance companies are more willing to customize special programs for large networks when the network is organized and operated under a corporation umbrella. One of the greatest advantages of a formalized network is that your elected representatives will be able to research competitive bids for programs, products, and services that are uniquely used by multiple members of your network.

**Working With Business Networks:** As a Trade Association specializing in the business needs of the recreational diving industry, Dive Industry Association is a global network of diving and diving related businesses. We also work with a number of informal networks, like the network of dive show exhibitors. We are in contact with over 900 companies that exhibit at dive, travel, and trade shows. Our association have worked with and consulted with show producers interested in making their events more appealing to compa-

nies that frequently exhibit at diving shows and events. We advise our clients on the benefits and tradeoffs of exhibiting at various shows & events, based on the services available to them and the possible return on investment they could expect from these shows and events. We correspond monthly with a retail network of 913 stores to bring them news of wholesale specials and FAM Trips being offered by Dive Travel Wholesalers. We would like to work with an organized network, or sub-network, of Charter Boat Operators and a sub-network of Dive Clubs.

## **Become a Member of our Global Diving Business**

**Network:** Annual Membership in the Dive Industry Association is \$125 and includes placement in a number of Trade Directories and websites. Our organization uses these websites and directories in advertising and marketing campaigns to refer business to our members. By joining our network, you are getting more than a listing in a directory or website. You are becoming part of a network that works actively on your behalf to bring buyers and sellers together for the benefit and growth of the Global Diving Community. Download a [Membership Application](#) today.

For more information about the Global Diving Business Network, contact Gene Muchanski, Executive Director of the Dive Industry Association, 2294 Botanica Circle, West Melbourne, FL 32904. Phone: 321-914-3778. Email: [gene@diveindustry.net](mailto:gene@diveindustry.net) Web: [www.diveindustry.net](http://www.diveindustry.net)

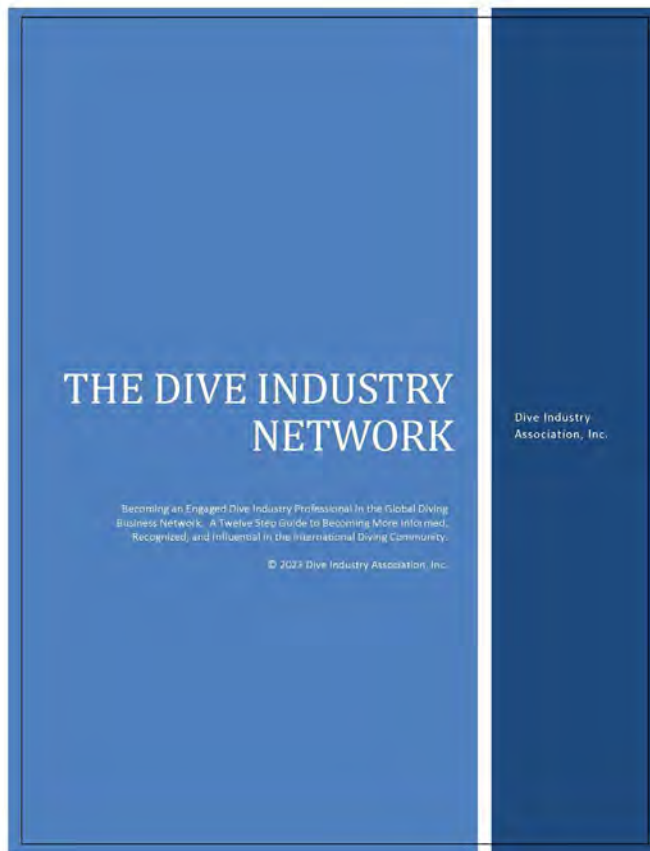
###



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



# INDUSTRY NETWORK



## The Business of Diving Workbook

by Gene Muchanski, Editor  
*The Dive Industry Professional*

Education is the process of learning new things. We need to learn so that we don't remain ignorant about subjects that may be of interest to us. Granted, some things come to us naturally in life but some things we need to learn. We learn by trial and error on our own and we learn from the teaching and guidance of others. There are many *reasons* to learn as there are many *ways* to learn. Educational Scholars have devoted their lives to writing books and filling libraries on the topics of education and learning. Teachers have made it their life's work to learn, and they share what they learn with others. That's why I admire teachers so much.

Dive Industry Teaching Professionals are avid learners and dedicated teachers. You can tell that they have a passion for learning and a passion for teaching. Learning and teaching natural-

ly go hand in hand but to excel at teaching in the diving industry, one should also be passionate about gaining firsthand experience with what you have learned. We want our scuba instructors to be educated and experienced and be able to teach what they know.

In my life as a Professional Educator in diving and business, I've noticed two types of individuals when it comes to learning and application. One type of person likes to learn everything they can about a subject before applying what they learned, and the other type just wants to do the bare minimum to get on with the job. I don't know about you, but when it comes to doing something with using life support equipment in potentially hostile environments, I would rather take the *learn all you can* route before I take action. I have the same feeling about going into business, where I can potentially lose everything I invest.

As a lifelong learner, I have taken my fair share of diving courses over the last 57 years as well as countless diving, military, college, personal, and business programs and workshops. My all-time favorite type of course is where I have an Instructor, a textbook, and a workbook. I am the type of person who wants to know everything I can about a subject, and I not only want to thoroughly learn about a subject, but I also want to master it. There is a big difference between being a certified diver and a master diver. Same thing goes for a scuba instructor and a master instructor. How about a business person and a master business person?

I view education and training as two parts of a process that people go through to learn and then master a concept, subject, profession, or sport. I've used it in my career as a Professional Educator and Businessman. I also used the same concepts in martial arts training when I studied Tae-Kwon-Do. Learn the basics. Study advanced techniques. Teach the basics while you master them. Master advanced techniques. Continue to teach the basics and advanced techniques as

# INDUSTRY NETWORK

a Master. Becoming a Master of your craft is a lifelong commitment.

Learning how to scuba dive is a process we go through with the help of an instructor and a textbook. The process includes academic study, lectures from an instructor, confined water training, open water training, and some type of final examination. The outcome we are looking to achieve is an openwater certification. Since scuba diving is a recreational activity that is equipment dependent and skill dependent, making additional and continual training highly recommended. ***It should be the goal of every diver to continue their study and training in diving after initial certification.*** The more you do it, the better you get at it, and the more you'll enjoy it.

**The Business of Diving:** Being in a diving business is a similar process to learning how to dive. We have business courses and degreed programs that teach you how to start, grow, and succeed in a business. Being in business is not a one and done program. The art and science of business management is in perpetual change. When a diver decides to start a diving business, my recommendation is to go through the business planning process. It will take you through self-assessment, a feasibility study, business planning, financing, and the start-up process. And yes, the best courses do have a book and a workbook (a BIG workbook). Having been certified to teach two of the best business planning programs on the market, I can tell you that successfully completing these programs, with the help of a certified professional, is an accomplishment that will pay dividends for a lifetime. Many of my clients went back to their original business planning book and workbook to update their initial projections after successfully opening their business.

**Business Workbooks:** The advantage of having a business workbook is that you learn new things and new ways of doing things. There are so many things about business that entrepreneurs don't know. Business economies change all the time. Software programs change. Laws change. The

market changes. Consumer behavior changes. All the misinformation and disinformation in the public media is mind boggling. Workbooks can be written and updated to reflect the changing needs in the Global Diving Community.

There are many different classes of business workbooks that would be helpful to a business entrepreneur. Business start-ups would be one. Operating a new business in the first year is an excellent topic of study. Operating an on-going business for growth and success is another. A topic of discussion that gets very little coverage or attention is creating an exit strategy. With an ageing population of business owners, this should become a very popular topic of discussion in the near future.

There are a few topics I would like to put in a workbook format to help dive stores constructively work through complex problems that have gone unanswered for many years. When we ask dive stores what their major needs in the diving industry are, they tend to say more customers, more sales, more time, and more support from manufacturers and training agencies. The problem with needs like these is that they are not goals, they are outcomes that are achieved by doing certain things. We need to learn what has to be done to achieve these outcomes. It's like losing weight. You may think your goal is to lose 20 pounds, but it really should be to establish a weight management program that shows you how to eat 1500 calories a day while burning 2000 calories a day, for 40 days. The goal is to change your diet and exercise program so that your achieved outcome is the loss of 20 pounds.

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](mailto:gene@diveindustry.net) Web: [www.diveindustry.net](http://www.diveindustry.net) Ask about our Dive Industry Marketing & Consulting Services.

###

# WEEKLY NEWS



## Press Releases at *Weekly News*

by Gene Muchanski, Editor

*Weekly News Press Releases*

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

The **Weekly News** is published every Tuesday and is directly emailed to our subscribers. Back issues of [Weekly News](#) are posted to our website.

Our weekly press releases are news-worthy public announcements that are of interest to divers across the globe. The press releases come from dive businesses around the world. In every Weekly News we included information about Regional Dive Shows and Events. Our Dive Show Countdown is one of our most read weekly releases.

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.

*Remember your trip,*  
Perfect for the  
Traveling Diver

*not the bites!*  
All-Natural  
Insect Repellent  
and Bite Relief

Prevents and treats insect bites  
All natural (no DEET)  
Applications last 6 hours  
Approved for carry-on and checked baggage  
2-year shelf life  
Bottles are refillable and recyclable  
Insect repellent candles too (various scents)

Lita's All Natural, LLC    Dealer Inquiries Welcome!  
619-481-2305    [www.litasallnatural.com](http://www.litasallnatural.com)

The advertisement features four bottles of Lita's All Natural Insect Repellent and Bite Relief products of different sizes, set against a background of a beach and ocean. The text is arranged around the bottles, with a large headline at the top and product details on the right. The company name and contact information are at the bottom.

# MEMBERSHIP RENEWALS



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

We would like to thank the following New Members for joining our Global Diving Business Network.

We would like to thank the following Charter Members and Members for renewing with us for another year.

## NEW MEMBERS

0438 – ScubaFit LLC – Service Provider, Training – [www.scubafit.com](http://www.scubafit.com)

## RENEWING MEMBERS

0013 – Riptide Sales Group – Sales Rep Group – [www.RipTideScuba.net](http://www.RipTideScuba.net)

0048 – Tektite Industries, Inc. – Manufacturer – [www.tek-tite.com](http://www.tek-tite.com)

0073 – Discovery Diving Co. – Dive Center & Dive Operator – [www.discoverydiving.com](http://www.discoverydiving.com)

0079 – The Florida Keys and Key West – Convention & Visitors Bureau – [www.fl-keys.com/diving](http://www.fl-keys.com/diving)

0089 – ScubaDoRag – Manufacturer, Apparel – [www.ScubaDoRag.com](http://www.ScubaDoRag.com)

0138 – Captain Slate's Scuba Adventures – Dive Operator – [www.captainslate.com](http://www.captainslate.com)

0331 – Innovative Scuba Concepts, Inc. – Manufacturer – [www.innovativescuba.com](http://www.innovativescuba.com)

0346 – Beqa Lagoon Resort Fiji – Dive Resort & Dive Operator – [www.beqalagoonresort.com](http://www.beqalagoonresort.com)

0351 – Dream Weaver Travel – Travel, Wholesaler – [www.dreamweavertravel.com](http://www.dreamweavertravel.com)

0353 – NAUI Worldwide – Training Agency – [www.naui.org](http://www.naui.org)

0362 – Mayan Princess Beach Resort – Travel, Dive Resort – [www.MayanPrincess.com](http://www.MayanPrincess.com)

0368 – Captain Don's Habitat – Travel, Dive Resort & Dive Operator – [www.HabitatBonaire.com](http://www.HabitatBonaire.com)

0369 – Stream2Sea – Manufacturer – [www.stream2sea.com](http://www.stream2sea.com)

0395 – Go Deep Scuba – Travel, Tour Operator – [www.GoDeepScuba.com](http://www.GoDeepScuba.com)

0425 – Sharkbanz – Manufacturer – [www.sharkbanz.com](http://www.sharkbanz.com)

0434 – MGW Productions – Service Provider, Video Production – [www.mgwpro.com](http://www.mgwpro.com)

**MEMBERSHIP. BENEFITS. YOU.**

BECOME A DAN MEMBER TODAY.

**JOIN NOW**



# SHOWS & EVENTS

## 2025 TRADE SHOWS



**January 8-10, 2025: Surf Expo.** 48th Annual Industry Trade Show. Orange County Convention Center – West Concourse, 9899 International Drive, Orlando, FL. Contact Rod Tomlinson. Toll Free Phone: 800-947-7873. Phone: 678-781-7900. email: [rod.tomlinson@surfexpo.com](mailto:rod.tomlinson@surfexpo.com) Direct: 678-781-7914. Web: [www.surfexpo.com](http://www.surfexpo.com)



**January 18-26, 2025: Boot Düsseldorf** – 54th International Boat Show. Düsseldorf, Germany. Diving Pavilion in Hall 3. Contact: Justin Kesselring, Project Manager, Messe Düsseldorf North America, 150 North Michigan Avenue, Suite 2920, Chicago, IL 60601. Phone: 312-781-5180 email: [info@mdna.com](mailto:info@mdna.com) Web: <http://www.mdna.com/trade-shows/details/boot>



**March 15-16, 2025: The Boston Sea Rovers 71<sup>st</sup> Annual International Underwater Clinic.** CoCo Key Hotel & Water Resort, Danvers, MA Contact David Caldwell, Exhibit Co-Chairman, Email: [djc.searover@gmail.com](mailto:djc.searover@gmail.com) or visit [www.bostonsearovers.com](http://www.bostonsearovers.com)



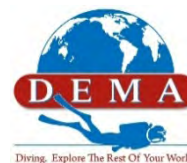
**March 28-30, 2025: Beneath the Sea** - 46th Annual International Oceans Exposition. New Jersey Meadowlands Expo Center, Secaucus, NJ. Contact Maria Hults. Phone: 914-664-4310. Fax: 914-664-4315. email: [info@beneaththesea.org](mailto:info@beneaththesea.org) Web: [www.beneaththesea.us](http://www.beneaththesea.us)



**May 31 - June 1, 2025: Scuba Show.** 38<sup>th</sup> Annual Consumer Scuba Show. Long Beach Convention Center, Long Beach, CA. Contact Mark Young, Executive Director. Phone: 816-665-8679. email: [mail@scubashow.com](mailto:mail@scubashow.com) Web: [www.scubashow.com](http://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](mailto:rod.tomlinson@surfexpo.com) Direct: 678-781-7914. Web: [www.surfexpo.com](http://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](http://www.demashow.com)

# SHOWS & EVENTS

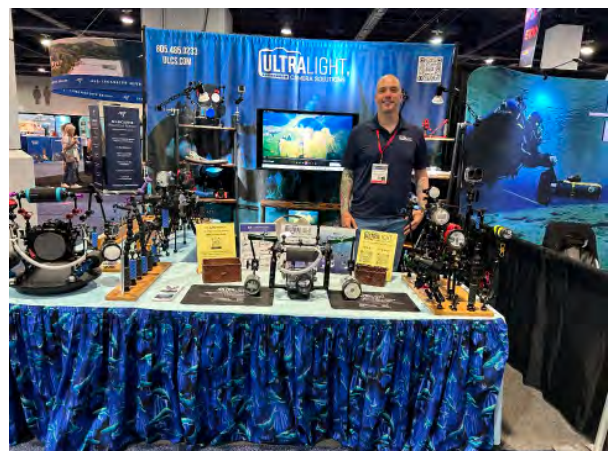
## 2025 PHOTOGRAPHY EVENTS



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



TBA 2025: **BlackwaterFest 2025 Photography School**. 3rd Annual Event. Yap, Micronesia. Contact Bill Acker. Web: [www.mantaray.com](http://www.mantaray.com)



# MEMBERSHIP



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

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

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

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

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

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

**Our Goals are to:**

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

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

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





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

## MEMBERSHIP APPLICATION

Company Name: \_\_\_\_\_

☐ Proprietorship   ☐ Partnership   ☐ Corporation   ☐ LLC   Years in Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Contact Person's Position: \_\_\_\_\_ Years with Company: \_\_\_\_\_

Business Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Toll Free Phone: \_\_\_\_\_ Toll Free Fax: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Facebook: \_\_\_\_\_ Skype: \_\_\_\_\_

E-mail Address for directories: \_\_\_\_\_

E-mail address for DIA correspondence: \_\_\_\_\_

Web Site (URL): \_\_\_\_\_

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

DEMA Member? ☐ No ☐ Yes   Number: \_\_\_\_\_   Votes: \_\_\_\_\_   Voting Delegate: \_\_\_\_\_

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

- ☐ Manufacturer   ☐ Distributor   ☐ Retail Center   ☐ Charter Boat   ☐ Dive Club  
☐ Service Provider   ☐ Industry Media   ☐ Trade Association   ☐ Training Association  
☐ Service Organization   ☐ Trade Show Organizer   ☐ Training Facility   ☐ Travel Business

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

- ☐ Sales Representative   ☐ Professional Educator   ☐ Industry Professional

**Payment Method:** ☐ Cash / ☐ Check / ☐ Credit Card / ☐ PayPal / ☐ Square

☐ Check (payable to Dive Industry Association, Inc.) \$ \_\_\_\_\_ Check # \_\_\_\_\_

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

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

☐ Referred by: \_\_\_\_\_

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

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



# DIVE INDUSTRY FOUNDATION

PROMOTING ECONOMIC DEVELOPMENT IN WATERSPORTS

**Dive Industry Foundation**  
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