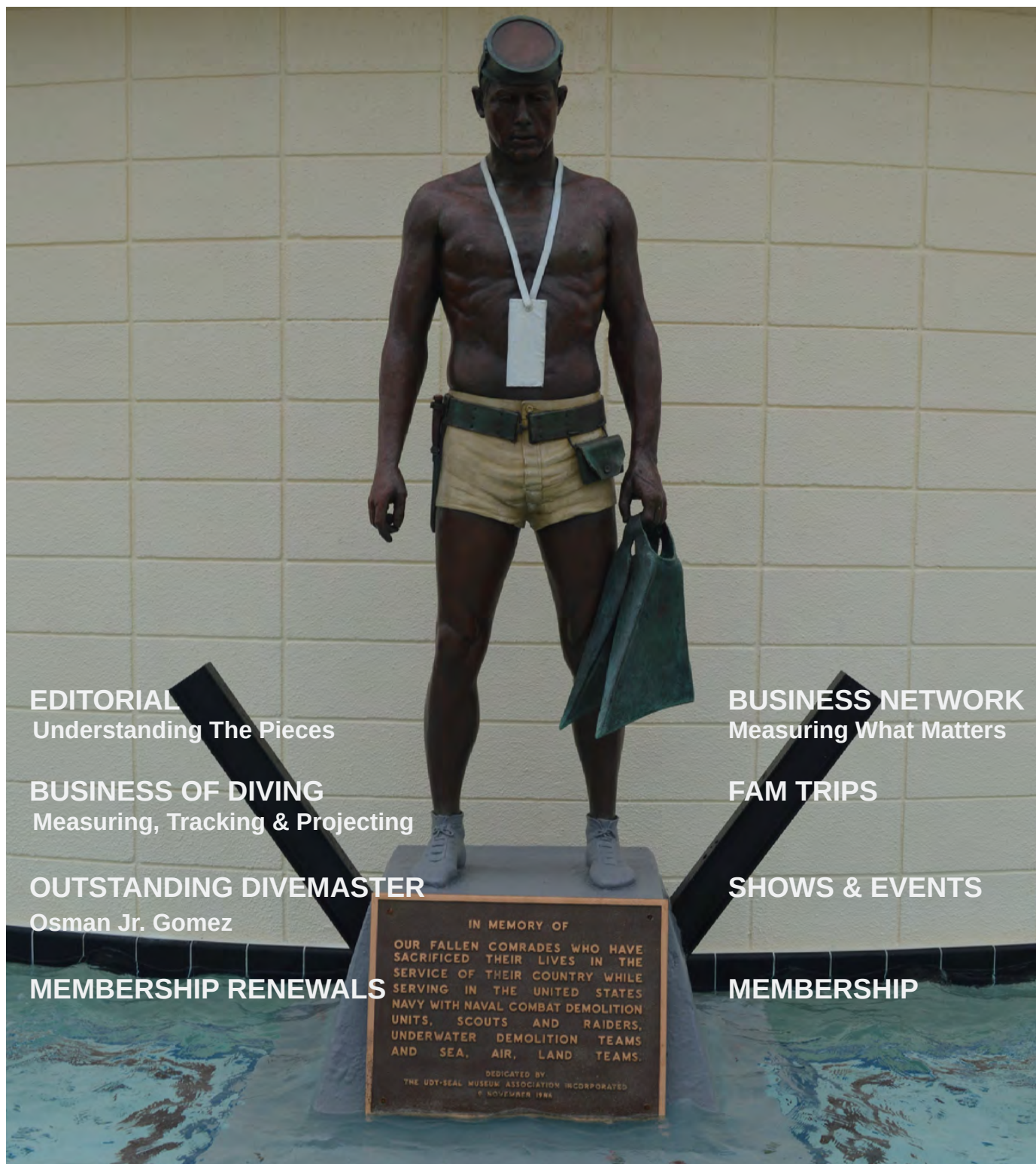


THE DIVE INDUSTRY PROFESSIONAL

May 1, 2025 - Vol 25, Issue 5



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Understanding The Pieces

BUSINESS OF DIVING
Measuring, Tracking & Projecting

OUTSTANDING DIVEMASTER
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SHOWS & EVENTS

MEMBERSHIP

IN MEMORY OF
OUR FALLEN COMRADES WHO HAVE
SACRIFICED THEIR LIVES IN THE
SERVICE OF THEIR COUNTRY WHILE
SERVING IN THE UNITED STATES
NAVY WITH NAVAL COMBAT DEMOLITION
UNITS, SCOUTS AND RAIDERS,
UNDERWATER DEMOLITION TEAMS
AND SEA, AIR, LAND TEAMS.

DEDICATED BY
THE UDT-SEAL MUSEUM ASSOCIATION INCORPORATED
9 NOVEMBER 1984

EDITOR'S GREETING

Welcome to the May 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.

In this month's issue we begin with our editorial, ***Understanding The Pieces***. A business is a collection of components, sub-systems, and systems that interact with each other to perform the function of an on-going business. Understanding each component and how they affect the outcomes of your planned objectives is what this article is all about.

Our Business Network Series looks at ***Measuring What Matters***. If it's important to your business, it's worth measuring. Measuring is the foundational tool of business management. If you want to become great at managing a business, we recommend that you master the art of our five-point strategy. This article will walk you through the steps of successful business management.

Our Business of diving article is, ***Measuring, Tracking, and Projecting***. We present our first example of data measuring that will change the way the industry looks at businesses in the Global Diving Business Network. Everything that is important to your business can be measured, tracked, and projected. ***Let's start with recording, tracking, measuring, and projecting your daily sales***. This is the most powerful tool that will change the industry if we can get enough businesses to measure their sales.

Let's congratulate Osman Jr Gomez, who received our ***Outstanding Divemaster Award***, representing the Island of Roatan. Osman Jr is a Divemaster from Turquoise Divers at Turquoise Bay Beach & Dive Resort in Roatan, Bay Islands, Honduras.

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 Global Diving Industry, with Members Worldwide.

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Trade Publication

The Dive Industry Professional
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EDITORIAL



Understanding The Pieces

by Gene Muchanski, Editor
The Dive Industry Professional

What makes your business a business? It's really easy to understand if you know the individual pieces that go into making it whole. Your business is a collection of components, sub-systems, and systems that are integrated into a functioning organizational whole. Business Developers and Strategic Planners look at businesses from the bottom up and from the top down. It is important to understand how individual business components affect the systems and sub-systems they are designed for. Much like the individual organs of a human body or the systems and sub-systems of an automobile.

As an example, A retail dive store is an entity that teaches diving, sells diving equipment, takes people diving, and keeps divers active. You can refer to each part of the retail process as a division, department, or section. I like to call them systems. Your educational system will have a number of sub-systems to it, each having numerous components. Each component serves a purpose in the final process and usually has a business tool or technology that performs its tasks in the organization. Our job as managers is to understand the individual components of the systems, learn how to use the business tools, and measure the

actions we take to complete the tasks the component are designed to complete. Only then can we see if the actions we are taking are solving the problems we are dealing with.

When you think of your diving business as a machine, you can begin to appreciate how it operates. A business has internal and external components that affect how it operates. The internal components are the ones you create to perform specific tasks. The external components are elements outside of your organization that you may or may not have control over. I like to look at the internal components of a business as pieces of a puzzle. Business Consultants teach their clients how to understand each of the individual components and how they fit together to create the final image (result, outcome, or finished product).

I have been a Professional Marketing Advisor my entire life. My number one specialty has always been the diving industry, although much of my education and experience has come from working outside of the confines of diving-only companies and organizations. The reason is that business tools and marketing technologies are universal in nature and are used to create outcomes for problems and applications they were designed for. Any business consultant, worth their salt, needs to understand the business tools and marketing technologies that solve problems, as well as the scientific method of problem solving. For my fellow "dive industry consultants" who are known for putting simple band-aid solutions on deep, underlining problems, allow me to take the issue of problem solving to a whole new level for you.

Obstacles, challenges, and problems are not as simple as you may think. They are usually the summation of a number of components that have contributed to the problem. I learned that from my VA Health Team. Medical problems like obesity, high blood pressure, and even cancer are not caused by one thing. To treat one thing and hope to cure the entire problem is foolish thinking. Same thing in business. Low sales are not

an isolated event. And it can't be "cured" with a single campaign to "increase sales." ***You have to look deeper into why sales are down and you have to employ a number of business tools and marketing technologies to create outcomes that produce increased sales.*** It's all about creating successful outcomes.

To help you appreciate the scientific method of problem solving, let's look at Weight Loss Programs compared to integrated Health & Weight Management Programs. A person can lose weight by going on "fad diets", taking weight loss medication, or even electing to have surgery. With all of these options, there can be serious complications or side effects and there is no guarantee that you will be healthier after reaching your weight loss goal. In fact, many people gain the weight right back once they stop the fad diets, quit taking weight loss medication, or shortly after having surgery, because they never dealt with the underlining behavior that caused them to be overweight to begin with.

With Health & Weight Management Programs you learn about food composition, food consumption & tracking, preparation, cooking, calorie intake, caloric targeting, meal & menu planning, portion control, exercise & tracking, physical activity and limits, health factors, limitations and risk factors, and blood chemistry analysis. You learn to maintain a healthy lifestyle and how to adjust your caloric intake to produce sufficient caloric output. With such an effective weight management program, your goal may switch from "weight loss" to "creating a healthy lifestyle." Achieving a healthy lifestyle is more likely to produce positive outcomes such as weight loss, lower risk of heart attack, reduced blood pressure, lower cholesterol, lower A1C, balanced blood chemistry, and many other benefits.

Understanding the components that go into a business organization is the foundation of a good business plan. When you create a business plan, you learn what a business does and what business tools you need to get tasks accomplished.

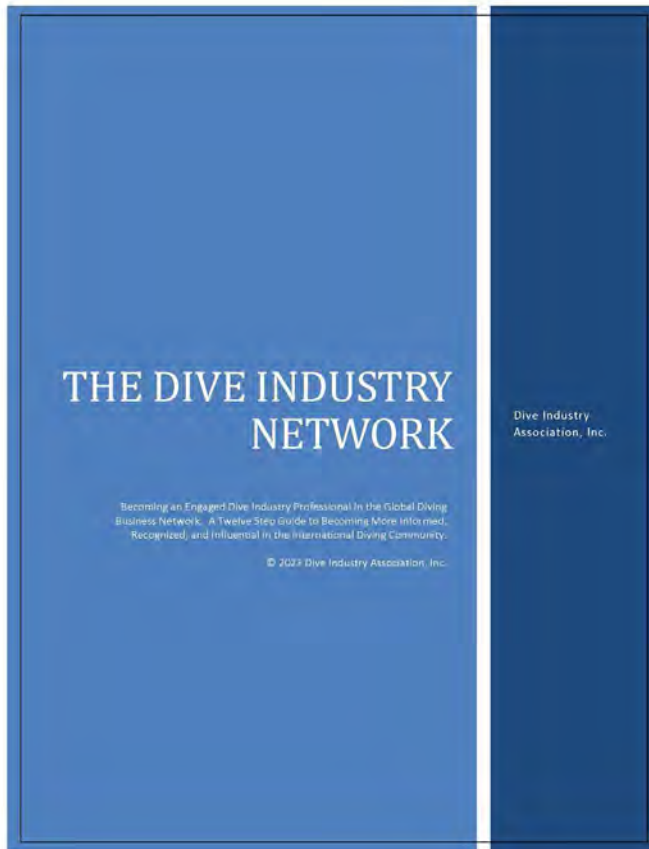
Business tools perform specific tasks and they have the ability to record work that has been done. Part of your job as a business manager is to analyze the results of your performance. That is the part of the problem-solving process that most managers fail to follow up on. Too often, they use a business tool or technology to solve a problem but fail to analyze the outcome to see if it was what they had planned for. By not questioning the default outcome, you are assuming that you used the right tool for the job and that you used it correctly. Both assumptions could be wrong if you don't understand what business components do.

In future articles in *The Dive Industry Professional*, we will discuss a five-point process to solving problems. 1) Awareness. 2) Education. 3) Planning. 4) Action. 5) Review-Analyze-Adjust. This five-point process helps you become aware of your current business position, gives you additional education to understand your current situation, helps you plan a strategy to increase your performance, gives you the tools to develop a plan of actionable tasks, and shows you how to measure, analyze, review, and respond to your achieved outcomes.

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

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

BUSINESS NETWORK



Measuring What Matters

by Gene Muchanski, Editor
The Dive Industry Professional

There is an old saying, “What you watch, grows.” And yet, any Chef will tell you that a watched pot never boils. So, who are we to believe? I believe we should take “old sayings” with a grain of salt. In the business world, we need to do more than watch our business. Much more. We need to understand what our business was designed for, what its purpose is, what it does to achieve its goals and objectives, and measure how well it is performing its mission. But it doesn’t end with just measuring our performance. Good business management is about analyzing our performance and modifying our action plan to achieve the results we had originally planned for.

What a Business Does: *Businesses sell programs, products, and services for compensation.* I know that comes as a shock to all of you who hate business, but the truth is that; ***The art and science of***

business is an exchange of something of value between a buyer and a seller. Think about all the companies you know in the diving industry that create, provide, distribute, or resell programs, products, and services. They are all sellers of their wares, looking for people who need, want, and can afford what they are selling. Even non-profit organizations are considered businesses because they provide services in return for donations from donors. In fact, the non-profit industry is BIG Business. Same thing with Colleges and Universities. They are in the business of educating our students and consulting our businesses. So business is a good thing because it provides a valuable service to its customers while providing jobs for our population. But even if a business is not totally focused on profit above all else, it needs to operate sensibly enough to stay in business in order to continue to perform its purpose and mission for its people.

Purpose & Mission of a Business: We know that businesses have a purpose, and they execute that purpose by performing their mission. We can safely say that business owners define the purpose of their business, and they hire management to define and execute their mission. A good owner needs to do the right things, and a good manager needs to do things right. The company management hires employees to do the work that needs to be done in accordance with the purpose and mission of the company.

A Five-Point Strategy for Successful Business Management: Good businesses plan their operational strategy and execute their strategy as planned. (Plan Your Dive – Dive Your Plan). Sometimes it brings in the results that were anticipated, sometimes it does not. Here is our recommended 5-point strategy for completing your company mission. 1) Be aware of your situation. 2) Educate your owners, directors, management, and employees. 3) Plan your strategy based on your available options. 4) Execute your plan using the best business tools and marketing technologies available. 5) Review and analyze your outcomes and revise as necessary.

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Awareness: Dive Industry Professionals need to be aware of what they are doing from a business perspective as well as from a diving perspective. First of all, you have to be aware of all diving related subjects that pertain to your specialty. That could be manufacturing, retailing, instruction, travel, or non-profit management. Second, on your list of awareness should be the diving industry and its niche market. Last, but certainly not least, is your awareness of the art and science of business. ***If you are going to be in business, selling what you love, you have to know how to run a business.*** Allow me to drive this point home for you. In the 50 years I have been studying the Retail Dive Store industry, I have compiled data on over 4,000 dive stores in the United States that have opened for business at one time or another. Our current count of dive stores open for business in the U.S. is approximately 900 dive stores.

Education: Education and Experience go hand in hand. The more education you start with, the more likely you are to avoid the pitfalls of experience. Or so they say. This should not be a difficult concept for scuba instructors to appreciate. Most of us learned to dive from a certified instructor before we started diving on our own. Educating divers before allowing them to dive or purchase diving equipment has made our recreation as safe as it could be. It should be that way for aspiring business owners too.

Planning: It's foolish to romanticize winging it or flying by the seat of your pants when it comes to operating life support equipment in a potentially dangerous environment. That goes double for starting a business. Especially a business in a small niche market, with low or declining revenues and a declining client base! Good planning is a wise thing to do if you want to increase your odds for success in this market. I have always preached that it is better to plan your business start-up on paper before you invest your hard-earned time, money, and manpower in a business enterprise. Good planning will make you aware of what you are getting into, and it will teach you what you need to know beforehand.

Not everything, but more than if you didn't do any planning. I've always said that it doesn't cost anything to fail on paper, but a real-time business loss can be devastating.

Action: With a good written plan in front of you, blazing new trails is less intimidating and more inviting. Especially if you have an experienced businessperson on your team that has been there and done that before. More than once is even better. A good Action Plan may help you hit the ground running in business and give you increased motivation and perhaps some degree of a competitive edge. I know that some of my military peers would say that every battle plan goes out the window at the sign of first conflict, but we'll leave that discussion for another day. The whole reason for creating a good action plan is to increase your chances of success by contemplating as many likely scenarios as possible before actually going into business.

This is the point where most good managers stop. Awareness-Education-Planning-Action. Now, let me tell you about Step 5, where all the magic happens. It reminds me of the "Missing Chapter" of the business planning book that only Great Managers read. This step that brings all of your work out in the open, where you can see the cause and effect of your actions, and where you can see improvement and success happening at every turn. It's called:

Review, Analyze, & Revise: Step 5 is where the rubber meets the road. It's the step that transports you from theory to reality. It's the point where academia meets real business. It's the point where you will find great business leaders getting things done. It's the point where you need to be.

Begin to Collect Data: Step 5 is all about analyzing the outcomes that are created by what your business does. Before we begin to analyze everything we do in business, we have to determine what is important to us. Every industry is different and every business within an industry may have different things that are important to them.

BUSINESS NETWORK

Start with your business purpose. What does your business do? What brings in your greatest source of revenue? If you teach diving classes, start to collect data on the types of courses you teach and the number of students you enroll in each class. I would label this “Sales in Units.” Next, I would record the dollars brought in from teaching these courses. Call this “Sales in Dollars.” If there are any direct costs involved in these courses, record the data as “Costs of Units Sold.” Now you are in a position to plan your sales strategy, to increase or decrease activity. Decide how you are going to accomplish your strategy, give it a time limit, and then analyze the results from your campaign. You can do the same thing for tracking sales, dive trips, charter dives, club members, etc. ***Whatever is important to you, and your business needs to be tracked, recorded, reviewed, analyzed, and revised as necessary.***

I have been recording our daily sales for years. We usually compare this year’s gross sales to those of last year. At any point in time, I can tell you if we are up or down in sales and by what percentage. We’ve outgrown the lazy response of better, the same, or worse than last year! Our company has been tracking exhibitors at dive shows and trade expos for 20 years. We can tell just by looking at our graphs, which shows are heading for extinction. You don’t need a crystal ball to tell which shows & events are not analyzing their exhibitor data.

To stress the importance of recording your activity and using it to increase your awareness, education, planning, and action strategy, let’s look at a simple weight management exercise. Rather than have a goal of “weight loss”, let’s make our goal “healthy weight management.” Our awareness starts off by knowing that weight management is simply “calories in minus calories out.” In other words, if you consume more calories than you use, you gain weight. If you consume less calories than you burn, you lose weight. We start off by increasing our awareness of food and activity. That leads to our education about food and

exercise, which helps in our planning a strategy of eating less calories than we burn, if we want to lose weight. To be successful at this exercise we have to record everything we eat and record all of our physical activities. (This is an over-simplification). The magic happens as we enter Step 5 to record what is important to us. We learn about cause and effect. We learn about calories, carbs, proteins, etc. and we learn about various forms of activity that burn the calories we consume. The more we learn, and the better we get at planning our strategy, the more our actions will produce outcomes that result in weight loss and other benefits. You can actually get to a point where you are simply “tweaking” variables and components to your action plan when you are in Step 5. An additional positive outcome from a healthy weight management program is that you may realize additional benefits that correlate to a balanced blood chemistry level.

There is a cause-and-effect relationship between the actions you take to solve a problem and the outcomes you receive because of them. By measuring your results and analyzing the data, you can fine tune your planned outcomes for maximum effectiveness. Measuring and tracking what is important to you helps you to understand how certain actions (inputs) have an effect on outcomes. When you analyze your results from an action plan you will know if you have achieved the outcomes you planned on. If you don’t, you can always change your inputs to achieve different outcomes. If you are a good manager who wants to be a great manager, you’ll find what you desire by mastering Step 5.

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 Ask about our Dive Industry Marketing & Consulting Services.

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Familiarization (FAM) Trips

by Gene Muchanski, Editor
The Dive Industry Professional

Familiarization Trips in the diving industry, known as FAM Trips, are sponsored by Tourism Boards, Dive Resorts, and Dive Travel Wholesalers. It is a way to introduce dive destinations to Retail Travel Buyers in hopes they will book group trips with them in the future. As a Dive Industry Travel Advisor, I have had the pleasure of being invited on a number of FAM Trips. I've worked a few of them as a member of the press and I've assisted with others in my capacity as an Industry Advisor. I have to say that I've learned a lot about FAM trips in the last 12 years. For one thing, all FAM Trips are not the same. Some are better than others. It all depends on who is running the trip and who the hosts are. Because I have worked with different Tourism Boards, CVB's (Convention & Visitors Bureaus), Resorts, and Dive Travel Wholesalers, I have put together a few thoughts of my own that to me, make some FAM Trips better than others. I will be sharing them with you in future articles in *The Dive Industry Professional*, but for now, let's go over some of the reasons sellers of travel conduct FAM Trips.

What is a FAM Trip? As we mentioned earlier, FAM Trips are conducted to introduce a dive travel destination to retail travel buyers who sell group trips. It is a way for a Dive Resort to showcase their resort and dive operation by offering a short, in person visit to their property. It gives

resort management a few days to spend quality one-on-one time with qualified retail travel buyers, take them to their best diving sites, let them sample the restaurant's cuisine, impress them with their service, and show them everything else the resort offers. ***It gives resort management three to five days to establish and build a business relationship with a future wholesale customer.***

FAM Trip Components: The most important component of a successful FAM Trip is the quality of the resort destination. Travel buyers are looking at the resort itself, its restaurant and bar, its guest services, and its staff. Divers want the resort to have an excellent diving operation, and access to great diving conditions. The second component for a successful FAM Trip is to invite the best retail travel buyers. When planning FAM trips, wholesalers are looking for high volume travel buyers, who are experienced in group travel, and have a history of booking and conducting group dive trips. The third component to have for a successful FAM Trip is an experienced Dive Travel Wholesaler who understands how to conduct a FAM Trip and who has the organizational skills to ensure the trip is carried out seamlessly.

FAM Trips Work: Now you know why FAM Trips bring in serious business. FAM Trip Planners promote the best dive destinations and dive operations in the Global Diving Community. Dive Destinations work with the best Dive Travel Wholesalers in the industry who have a track record of producing high volume group trip sales for their resorts. Dive Travel Wholesalers invite professional dive group travel specialists who have a history of conducting group dive trips.

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BUSINESS OF DIVING



Promoting Economic Development in Watersports

Measuring, Tracking, and Projecting

by Gene Muchanski, Executive Director
The Dive Industry Foundation

Businesses need to measure things that are important to them. Business managers measure various aspects of their business, like inventory, sales, and customers because it lets them know where they stand at a specific moment in time.

Knowing where your business stands on any issue is the first point of awareness. When we measure something consistently over time, it's called tracking. Sales is an important component of your business that should be tracked. When you track daily sales, it gives you your sales history. Knowing your sales history will help you project your future sales in the months ahead. We will show you how this data can be used to analyze your business and manage it more effectively. Measuring what's important to your business and tracking it over time will give business managers the data they need to effectively manage their business. ***Managing a business is all about managing the assets of the company to achieve what the company was set up to do.*** Measuring, tracking, and analyzing data is what business managers do to keep their company in business.

Managing a business is much like playing a musical instrument. It takes a lot of education and practice to get very good at it. If you are new at running a business, you would be well advised to build a strong foundation by learning a few basic techniques. You can always get more technical as you gain more experience. For example, if you

are in the business of teaching diving, you might want to start measuring the number of students you sign up for class. If you are managing a dive store, you can start recording your daily gross sales. Charter boat operators can record their paid passengers and resorts should measure their daily occupancy rate. Heads on beds and butts on seats, right?

Depending on the type of business you are operating, daily sales may be recorded using different methods. Small business owner-operators with limited sales may be recording their daily sales on a spread sheet, like Microsoft Excel. That's OK. At least you are recording your daily sales. Retail Dive Stores should be using a professional point-of-sale software program in their business. Manufacturing companies may be using something a little more sophisticated. Regardless of what type of software program you are using, you can create this quick, and easy-to-use sales tracking & projection worksheet in our example.

Exercise 1: On a Microsoft Excel Worksheet, create 6 columns, A-G. In this exercise you will add your daily sales and divide by the number of days (YTD) to get your Daily Average. When multiplied by 365, it will give you an annual sales projection based on your daily average.

- A. # - 1, 2, 3, etc
- B. Date – Jan 1, 2, 3 etc
- C. Day- Mon, Tue, etc
- D. Sales 25 – Daily total gross sales
- E. Cumm – Cumulative Sales
- F. Daily Average – Col E / Col A
- G. Projection – Col F x 365

Exercise 2: On the same Microsoft Excel Worksheet, create 5 columns, H-L. In this exercise you will enter your daily sales from the previous year in column H. Excel will add up the cumulative sales and divide by the number of days (YTD) to get last year's Daily Average (YTD). When

BUSINESS OF DIVING

multiplied by 365, it will show your last year's projection (YTD) of your annual sales based on last year's daily average. ***The magic happens in column L when we see if our sales this year have increased or decreased from last year.***

- H. Sales 24 – Daily total gross sales from last year
- I. Cumm – Cumulative Sales - YTD last year
- J. Daily Average – Col I / Col A - YTD last year
- K. Projection – Col J x 365 – YTD last year
- L. Difference – Col E / Col I – Sales Increase or Decrease of current Year

After you complete this exercise, think of other components of your business that are important to you. Set up a plan to measure those components and then schedule a series of measurements on a timely basis to track the components over time. The data that you measure and collect could be used to analyze, project, compare, or revise. Measuring and analyzing the outcomes you achieve from your action plan's actionable items can give you a better understanding of your action planning effectiveness.

Significance For Your Business: As you get into the habit of measuring and tracking the important aspects of your business, you will have better data to make better business decisions. Making better decisions will hopefully help you achieve better outcomes to your problems. As your business starts running more efficiently and

profitably, you will be more motivated to start measuring other important components of your business. There really is no limit to how quickly you can accelerate your business success with this type of management concept.

Significance For The Industry: Dive Industry Planners need current, accurate statistical data about the composition of the Global Diving Business Network and the economic impact that the Global Diving Community has on the world economy. The Dive Industry Foundation conducts primary and secondary research about the composition, size, and economic development of the Global Diving Industry. Key economic indicators for the diving industry are annual sales of all diving and diving related programs, products, and services, numbers of new certifications, units of diving equipment sold, numbers of charter boat passengers, number of divers going on dive trips, and number of new instructor certifications. Every dive business can help us define the size and scope of the global diving industry, by measuring what is important to their business and reporting their component outcomes to our foundation.

For more information about our Global Diving Business Network consulting services, contact Gene Muchanski, Executive Director of the Dive Industry Foundation, 2294 Botanica Circle, West Melbourne, FL 32904. Phone: 321-914-3778. Email: gene@diveindustry.org Web: www.diveindustry.org Ask about our Dive Industry Marketing & Consulting Services.

#

Sample Annual Sales Projection - 2025

#	Date	Day	Sales 25	Cumm.	Daily Avg	Projection	Sales 24	Cumm	Daily Avg	Projection	Difference
1	Jan 1	Wed	\$50.00	\$50.00	\$50.00	\$18,250.00	\$18.96	\$18.96	\$18.96	\$6,920.40	164%
2	Jan 2	Thur	\$18.95	\$68.95	\$34.48	\$12,583.38	\$105.22	\$124.18	\$62.09	\$22,662.85	-44%
3	Jan 3	Fri	\$50.00	\$118.95	\$39.65	\$14,472.25	\$36.55	\$160.73	\$53.58	\$19,555.48	-26%
4	Jan 4	Sat	\$113.25	\$232.20	\$58.05	\$21,188.25	\$22.30	\$183.03	\$45.76	\$16,701.49	27%
5	Jan 5	Sun	\$0.00	\$232.20	\$46.44	\$16,950.60	\$359.00	\$542.03	\$108.41	\$39,568.19	-57%
6	Jan 6	Mon	\$156.47	\$388.67	\$64.78	\$23,644.09	\$52.45	\$594.48	\$99.08	\$36,164.20	-35%
7	Jan 7	Tue	\$56.66	\$445.33	\$63.62	\$23,220.78	\$32.51	\$626.99	\$89.57	\$32,693.05	-29%
8	Jan 8	Wed	\$189.63	\$634.96	\$79.37	\$28,970.05	\$25.00	\$651.99	\$81.50	\$29,747.04	-3%
9	Jan 9	Thur	\$225.64	\$860.60	\$95.62	\$34,902.11	\$89.31	\$741.30	\$82.37	\$30,063.83	16%
10	Jan 10	Fri	\$114.56	\$975.16	\$97.52	\$35,593.34	\$32.51	\$773.81	\$77.38	\$28,244.07	26%

OUTSTANDING DIVEMASTER



Outstanding Divemaster Award Osman Jr Gomez - PADI Divemaster Turquoise Divers - Roatan

By Gene Muchanski, Editor
The Dive Industry Professional

I have been an active, certified Diver for over 57 years, and if there is one thing I like better than diving, it's diving safely. To me, there is nothing more adventurous than traveling across the planet to dive in places I have never been to before or finding new dive sites at our more frequently dived destinations. The diving community is so fortunate to be able to travel to destinations unknown and scuba dive in places few people get to experience, without worry about diving an unknown environment. ***Diving without fear of the unknown is all made possible by diving with experienced Local Diving Professionals.*** Local Dive Professionals like the Boat Captains, Instructors, and Divemasters we spend our precious diving vacation time with, makes all the difference in the world to me whenever I invest my hard-earned money on dive travel.

Our Industry is grateful for the professional Divemas-

ters that accompany us on guided tours around their favorite local dive sites. As an Industry Professional, I am thankful for the certification agencies who maintain their high standards of training and certification that makes their Dive Leaders so effective at what they do. And believe me, there are scores of highly trained and highly experienced Divemasters working at Resorts and Dive Operations around the world. In fact, it's so common to meet highly trained and effective divemasters on our trips, that we almost take them for granted for doing the outstanding job they do. ***Instead, we should thank them for their service to us by showing our appreciation when we tip them at the end of each dive.***

What I have noticed on our diving FAM Trips over the past 11 years is the number of *Outstanding Divemasters* we have in the Industry. And I don't mean just good or average Divemasters, I mean truly *Outstanding Divemasters*. The kind of Dive Industry Professionals who score 12 on a scale from 1-10. We had the privilege of diving with a few of them on our May 2025 FAM Trip to Turquoise Bay Dive & Beach Resort on the Island of Roatan. But there is one particular Outstanding Divemaster we would like to acknowledge. ***Osman Jr Gomez, PADI Divemaster # 417398, is the recipient of our Outstanding Divemaster Award.***

Shortly after we arrived at Turquoise Bay Dive & Beach Resort, we were invited to attend a pre-Dive briefing at the resort's dive center. Daren Ebanks, Dive Shop Manager at Turquoise Divers, welcomed us all onboard. He introduced our FAM trip group to the Captain and Divemasters who would be assigned to our boat for the next three days of diving. The plan was to schedule 9 dives in a 3-day period and have the same boat, captain, and divemasters for all three



OUTSTANDING DIVEMASTER



days. Getting to know our Boat Captain and Divemasters beforehand has always been important to me. Daren went through the entire welcoming pre-dive briefing in a very professional and friendly manner. After completing all of our pre-dive paperwork and going over our FAM trip schedule, Daren took us on a tour of the dive center, which included the dive store, dive pier, dive boats, locker rooms, and showers.

Turquoise Divers runs a world-class dive operation. Our gear was brought down to the dive center from the reception area and hung up in our personal lockers. Our assigned Divemasters were already on the job. They were responsible for setting up our tanks, BC's and regulators on the boat, switching tanks between dives, washing our gear at the end of the day, and hanging up our non-personal gear in our lockers (in the locker room, 10 feet away from the boat!).

Dana and I had the pleasure of working closely with Osman Jr Gomez on the 6 dives we made. Junior started off by asking if we had any equipment set-up preferences to make sure our gear was ready to go on every dive. He got to know our personal diving preferences very quickly. After setting up our gear for

the first dive, Osman Jr was right there to supervise us as we gauged our Nitrox O2 percentage. When it came time to get in the water, he was right there again to make sure we got harnessed into our scuba unit, checked our gear, and helped us get up so we could make our water entry. I don't want to give you the idea that Junior was our private divemaster. He wasn't. He treated everyone in our group that way. Amazing for a junior divemaster.

Osman's underwater herding instincts were something to be envied by all Divemasters. He seemed to cover more ground than anyone in our group. If you needed help or even looked like you needed something, he was there. If you were lagging behind the group Junior would pop up out of nowhere and get you back in line. I appreciated his awareness of his environment and the group he was watching over. As the Divemaster, he was the ultimate cat herder.

Divemaster Osman Jr ready showed us his outstanding divemastering at the end of each dive. He kept the group together during our 15-foot safety stop and was on hand to help everyone back on the boat. Personally, I like to take my tank off and swim my scuba unit back to the boat. To me, that's a great way for the deck hands to earn their tips. But Osman was right there again, taking my gear and handing it up to the deck hands, and then coming back for my weight belt and then my fins. Now, that is an Outstanding Divemaster.

Back onboard, Junior was busing switching out tanks for the second dive. He made the rounds, offering us fruit and water during the surface interval. I especially appreciated Junior for his engagement with our guests throughout the entire dive trip. As soon as our second dive was completed, he made himself busy getting everything squared away for whatever the boat's next activity was. Back at the dock, Junior was unloading our gear, getting everyone off the boat, and then washing our gear and hanging it up in our locker.

I would like to thank Turquoise Divers for their outstanding service to our FAM Trip group and thank Daren Ebanks for his outstanding management of his dive staff. ***Special Thanks and Congratulations to Osman Jr Gomez for being our Outstanding Divemaster of Roatan.***

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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 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 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



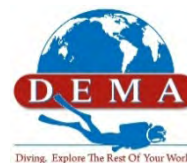
March 28-30, 2025: Beneath the Sea - 46th Annual International Oceans Exposition. New Jersey Meadowlands Expo Center, Secaucus, NJ. Contact Maria Hults. Phone: 914-664-4310. Fax: 914-664-4315. email: info@beneaththesea.org Web: www.beneaththesea.us



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

SHOWS & EVENTS

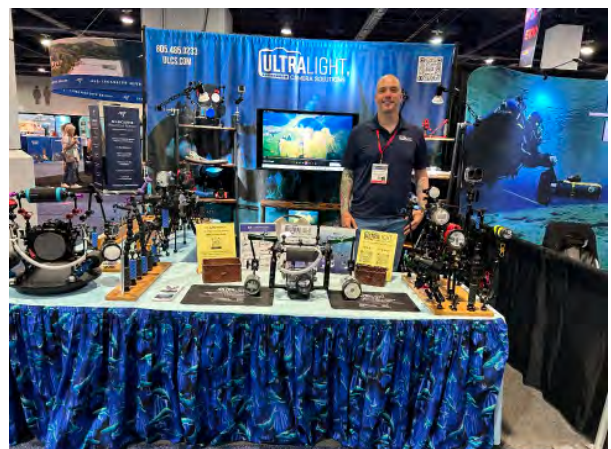
2025 PHOTOGRAPHY EVENTS



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



TBA 2025: **BlackwaterFest 2025 Photography School**. 3rd Annual Event. Yap, Micronesia. Contact Bill Acker. Web: 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 Web: www.diveindustry.net



MEMBERSHIP RENEWALS



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

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

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

NEW MEMBERS

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

RENEWING MEMBERS

0013 – Riptide Sales Group – Sales Rep Group – www.RipTideScuba.net

0048 – Tektite Industries, Inc. – Manufacturer – www.tek-tite.com

0073 – Discovery Diving Co. – Dive Center & Dive Operator – www.discoverydiving.com

0079 – The Florida Keys and Key West – Convention & Visitors Bureau – www.fl-keys.com/diving

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

0138 – Captain Slate's Scuba Adventures – Dive Operator – www.captainslate.com

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

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

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

0351 – Dream Weaver Travel – Travel, Wholesaler – www.dreamweavertravel.com

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

0362 – Mayan Princess Beach Resort – Travel, Dive Resort – www.MayanPrincess.com

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

0395 – Go Deep Scuba – Travel, Tour Operator – www.GoDeepScuba.com

0425 – Sharkbanz – Manufacturer – www.sharkbanz.com

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

MEMBERSHIP. BENEFITS. YOU.

BECOME A DAN MEMBER TODAY.

JOIN NOW





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

MEMBERSHIP APPLICATION

Company Name: _____

☐ Proprietorship ☐ Partnership ☐ Corporation ☐ LLC Years in Business: _____

Contact Person: _____ Date of Birth: _____

Contact Person's Position: _____ Years with Company: _____

Business Address: _____

City / State / Zip: _____

Business Phone: _____ Fax: _____

Toll Free Phone: _____ Toll Free Fax: _____

Home Phone: _____ Cell: _____

Facebook: _____ Skype: _____

E-mail Address for directories: _____

E-mail address for DIA correspondence: _____

Web Site (URL): _____

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

DEMA Member? ☐ No ☐ Yes Number: _____ Votes: _____ Voting Delegate: _____

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

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

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

- ☐ Sales Representative ☐ Professional Educator ☐ Industry Professional

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

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

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

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

Card Holder's Name: _____ Signature: _____

☐ Referred by: _____

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

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





DIVE INDUSTRY FOUNDATION

PROMOTING ECONOMIC DEVELOPMENT IN WATERSPORTS

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