

THE DIVE INDUSTRY PROFESSIONAL

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Welcome to the September 2026 edition of *The Dive Industry Professional*. **This year, we celebrated 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.

We begin this issue with our editorial, **Professional Development**. Participating in continuing education is an important aspect of your career growth as a Dive Industry Professional. Professional development should not be limited to dive training only. Continuing education is important for all aspects of your job responsibilities. Professional development should be tailored to your individual needs.

Our Marketing Series continues with **Inbound vs Outbound Marketing**. Marketing Professionals in the diving industry continually balance their marketing campaigns based on consumer purchasing patterns. Outbound marketing traditionally works well for us in a vendor focused economy. In recent years, consumers have drastically changed the way they purchase. Inbound marketing has become a powerful tool for marketing professionals for responding to need consumer buying habits.

Our **Shows & Events** have details about trade and consumer shows & events for 2026 & 2027. 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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Trade Publication

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EDITORIAL



Professional Development

by Gene Muchanski, Editor
The Dive Industry Professional

Being in business is about two things. Doing what the business does and running the business. Michael E. Gerber, in his classic book about entrepreneurs, [The E Myth](#), said that every business needs someone to work in the business and someone to work on the business. Being able to offer a product or service that people will buy from you makes it possible for you to get into business. Running your business successfully is what keeps you in business.

Balancing what you do for a living and running the business side of that profession is the number one classic stumbling block for every small business owner I have ever met. That goes for every dive enthusiast that has ever started their own diving business, regardless of whether they wanted to teach diving, own a charter boat, or open a dive store.

A Dive Industry Professional working in the recreational diving business wears a lot of hats. Sometimes we kid ourselves into thinking that anyone can do it and the barriers to entry into the industry are minimal. As a 50-year diving business professional, I can testify that nothing is further from the truth. Working as a Dive Industry Pro-

fessional requires an initial education, additional training in one or more specialties, and a lifelong commitment to continuing education. A Dive Industry Professional needs to be knowledgeable in their field to begin with and become a lifelong learner after their initial training.

Professional Development can be conducted on an annual basis at a regional or national Professional Development Conference. Professional Development Conferences are not new to industry professionals. They are well attended in many professional trades by Doctors, Lawyers, Teachers, Insurance Salespeople, Business Consultants, Graphic Artists, Software Developers, and of course, Scuba Diving Instructors. Think of annual Professional Development Conferences in the same way you think of your annual medical examination. It's an annual event that summarizes a year of daily work. It's an annual update on the current practices in your profession. It's an opportunity to stay in contact with your colleagues and it's the best way to meet new people. I prefer to think of annual conferences as an opportunity to recharge my professional batteries. It's not a once in a year opportunity to learn everything about your profession. Your continual learning and advancement should take place all year long. Before, during, and after the conference.

Professional development should focus on your current duties and responsibilities in the industry. Your overall development and continuing education should be balanced between what you currently do and what you are working toward. Dive Industry Professionals would do well to work with a Professional Coach and have a diving industry mentor who can advise you on a career path that maximizes your potential. Our monthly trade magazine, [The Dive Industry Professional](#) is designed to show Dive Industry Professionals the immense opportunities and options they have in the Global Diving Industry. It's a great resource to subscribe to as an educational tool that helps increase your professional development, but it is no substitute for working one-on-one with an

Industry Coach or Mentor.

Professional development is so personal that it should be tailored to an individual's career path, or as we call it, their Dive Industry Professional's educational journey. It is important to tailor continuing education to a professional's primary responsibility, their secondary responsibility, and any future responsibilities they want to pursue. A diving instructor will want to participate in continuing education in instruction and perhaps learn about specialty equipment and teaching diving specialties. Others may want to branch out into equipment repair and maintenance or improve their abilities as a Dive Tour Guide or Divemaster. Many Instructors learn to become Boat Captains, and other Resort Instructors train to be qualified as Instructor Trainers and Course Directors. All these duties require advanced learning, experience, and continuing education.

Working in the business side of diving puts a whole new perspective on a Dive Industry Professional's career path. Again, professional development should be tailored to the duties and responsibilities you have or are working toward. A business owner needs to spend their professional development time equally balanced, if they expect to stay in business doing what they love. Too often I've seen great diving instructors and charismatic travel group leaders go out of business because they didn't keep up with their professional business development. Don't let that happen to you.

I remember reading about Jacques Cousteau's diving team members aboard the Calypso. Every diver on the team had 3 or 4 other jobs to do besides diving. In the U.S. Navy we called those collateral duties. When we weren't diving, we were doing some other kind of jobs. And that went for continual training as well. When we weren't participating in dive training, it was in small arms, demolition, cutting and welding, and for me it was professional development in chamber operations, diving supervision, teaching diving, or logistical dive planning operations. Every mem-

ber of the dive team wore many hats. Diving was a full-time job, even if the diving part was only a piece of the action.

It's the same thing with the business of diving. To stay in business doing what you love to do, you have to do everything well. If you have a weak link and feel there are things you don't like to do or don't know how to do, you can hire someone who does. Another alternative for diving entrepreneurs is to increase your professional development time and include various aspects of business training.

One type of professional development that has become more important in the past ten years is professional business development in the workings of the global diving industry. The Dive Industry Association has been teaching Dive Industry Professionals about the diving industry, how it functions, and the industry professionals and businesses that work in it. Our website, DIVE LOCAL, publishes a directory of all the dive stores in the United States. We are in the process of publishing all the Dive Boats and Dive Clubs in the U.S. A project we intend to work on in the future is a directory of all the Dive Instructors in the U.S.

Teaching Dive Industry Professionals about the global diving industry will help us establish best practices and career pathways for the next generation in the global diving community.

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.

###

MARKETING



Marketing Series: Inbound vs Outbound Marketing

by Gene Muchanski, Editor

The Dive Industry Professional

Marketing is the art and science of connecting people with products. Marketing is the process of moving products from conception to consumption. Marketing is everything we do to manage the flow of goods and services through channels of distribution from producer to consumer. Marketing's purpose is to bring buyers and sellers together.

There are many components to the marketing process. In the diving industry we deal with product management, strategic planning, market research, customer behavior, competitive analysis, advertising, communications, promotion, sales, packaging, delivery, and information technology. And that's just the tip of the iceberg.

A Degreed Marketing Professional working in the diving industry needs to have a firm under-

standing of all the components that make up the marketing mix. I prefer to profess that Degreed Marketing Professionals need to master all of these components, continually, consistently over time because they are all interconnected and interdependent upon each other. The need for annual professional business development training goes without saying, for all Marketing Professionals, degreed or not, working in all of the stakeholder groups of the diving industry. The business of diving and the technology we use to manage our companies changes too rapidly not to be stay currently informed and updated.

To better understand the marketing process, we need to look at the three major sectors of the process. Product Management – Customer Management – Communication Strategy. Although Marketing plays a large part in all three sectors, it's the Communication Strategy that brings Products and Customers together. In marketing, we are communicating between buyers and sellers about products. One-directional sales, marketing, promotion, and advertising messaging does not work effectively in the 21st Century. Communication by definition is a two-way process.

Marketing in the diving industry has changed dramatically in the past six years since the global pandemic. Changes in consumer behavior have had a lot to do with that. So has the change in the average age of the majority of consumers. Consumers buy differently today. They do more research prior to purchasing than their parents and grandparents did. Unfortunately, many of the diving businesses in the market today have not modernized their sales and marketing departments. That's not criticism, it's just the way it is. ***Many old timers believe that if something isn't broken, don't fix it. The trouble is, without measuring their sales and marketing performance, they don't know that things are broken.***

Marketing in the 21st Century is exciting. Armed with the knowledge of our industry history combined with the education we are getting about 21st century marketing tools and technologies, we

are able to identify strengths and weaknesses in our current industry and foresee possible opportunities and threats to new ways of doing business. My marketing toolbox looks like something out of an old traditional wedding rhyme. Something old, something new, something borrowed, something blue. We are looking at more than marketing tools and technologies, we are looking at marketing messages, vehicles, and platforms. We are now looking at more than *what* we are using, we're looking at *how* we are using them. Another exciting change in marketing is the way we integrate outgoing and incoming messaging. It's the successful hybrid application of inbound and outbound marketing that makes two-way communications and increased conversions possible in today's business environment.

Before the invention of the internet, marketing and advertising were considered active marketing. In other words, marketing and sales professionals would be actively trying to reach the consumer to make sales. As websites became a standard form of advertising, we called it passive advertising because consumers could now seek out companies and products they were interested in. As websites became more sophisticated, technology developed ways for buyers to contact the sellers directly. Analytics made it possible for business owners to track customer journeys from contact to contract. We now call that inbound marketing.

Outbound Marketing: There are many ways to participate in what we call outbound marketing today. It's the process of sending out messages to an intended audience. It could be in a print format, in some type of digital configuration, or in the face-to-face mode. We call it outbound because it originates from the seller and is intended to reach a potential buyer. It could be a one-way directional message, which means we never know if it has reached our intended audience. When we think of advertising and promotional campaigns of the past, we think of billboards, radio, television, newspapers, and magazines ads. I remember learning 40 years ago that a company

had to run an ad seven times before it reached its intended audience. And still there was no way to tell if it reached your audience, or if any sales resulted from the ad campaign. That type of one-way messaging has been radically changed, updated, and improved by modern marketing tools and technologies. Don't get me wrong, outbound marketing is still used but in a much more modern way.

Modern Outbound Marketing: Outbound marketing campaigns have gradually refined themselves over time. The first step was to change one-way messaging into two-way communications. Outbound messages can include a call-to-action or link in the message that readers could choose to take the next step in their purchasing journey. Direct contact using a hot link can set up a dialog between a buyer and seller and begins the communication process. A link to a marketing platform can capture contact leads and be read by analytics. Analytics measure contact behavior and pre-planned data. Analytics allow us to define contacts, engagements, and consumer data history.

Inbound Marketing: They used to say that if you build a better mouse trap, the world will beat a path to your door. Well, it doesn't and it never has. But if you ***Build a better marketing platform the world will beat a path to your inbox.*** We are attracting more website visitors and automatically importing them into our Customer Relationship Management (CRM), using our Marketing Automation Software (MAS) platform. We are able to follow up with our new contacts and develop relationships with them. Because of inbound marketing we are converting inbound traffic to sales. The customer journey from contact to contract is the most straight and narrow pathway for successfully achieved planned outcomes that I have ever experienced in business. Welcome to the world of CMS, CRM, and MAS.

###



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*Pricing is per person USD\$ based on double occupancy. Package is valid for travel beginning Feb 22, 2025 through Feb 2027. Non-divers will receive a \$100 usd voucher to spend on board. May not be combined with any other specials. Pricing is subject to change and other restrictions may apply. ++ Internet at an additional cost.

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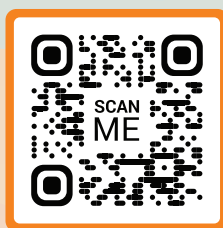
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SHOWS & EVENTS

2026 TRADE SHOWS



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



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



January 23-31, 2027: Boot Dusseldorf – 57th International Boat Show. Dusseldorf, Germany. Diving Pavilion in Hall 3. Contact: Justin Kesselring, Project Manager, Messe Dusseldorf North America, 150 North Michigan Avenue, Suite 2920, Chicago, IL 60601. Phone: 312-781-5180 email: info@mdna.com Web: <http://www.mdna.com/trade-shows/details/boot>



March 13-14, 2027: The Boston Sea Rovers 73rd Annual International Ocean Clinic. CoCo Key Hotel & Water Resort, Danvers, MA. Contact David Caldwell, Exhibit Co-Chairman, Email: djc.searover@gmail.com or visit www.bostonsearovers.com

2027 TRADE SHOWS



January 6-8, 2027: Surf Expo. 51st 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



April 2-4, 2027: 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

SHOWS & EVENTS



April 24-25, 2027: Scuba Show Atlantic City. 2nd Annual Consumer Scuba Show. Atlantic City Convention Center, Atlantic City, NJ. Contact Ross Arnold, Publishing Director. Phone: 816-665-8679. email: events@rorkmedia.com Web: www.scubashow.com



May 15-16, 2027: Scuba Show Anaheim. 40th Annual Consumer Scuba Show. Anaheim Convention Center, Anaheim, CA. Contact Ross Arnold, Publishing Director. Phone: 816-665-8679. Email: events@rorkmedia.com Web: www.scubashow.com



September 4-6, 2027: Surf Expo. 51st 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 Web: www.surfexpo.com



November 2-5, 2027: Dema Show. 51st Annual Industry Trade Show. Orange County Convention Center, Orlando, FL. West Concourse. Phone: 800-687-7469. Web: www.demashow.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





"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

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

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

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

0452 – Fat Guy Scuba supply LLC – Non-Store Retail – www.fatguyscubasupply.com

0453 – Lotus Hotels – Travel, Dive Resorts & Liveaboards – www.lotus-hotels.com

0454 - ScubaCo Travel – Travel, Dive Travel Wholesaler – www.scubacotravel.com

0455 – Rheo Dive Inc – Manufacturer – www.rheodive.com

0456 – Sea Ventures Pro Dive Centers – Travel, Dive Operator – www.DivePuertoRico.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

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

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

0222 – Cane Bay Dive Shop Inc – Travel, Dive Operator – www.canebayscuba.com

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

0414 – Mermaid Liveaboards – Travel, Liveaboards – www.mermaid-liveaboards.com

0437 – Scuba Educators International (SEI) – Training Agency – www.scubaeducators.org

0446 – Dive 1st Aid – Manufacturer – www.dive1staid.com

MEMBERSHIP. BENEFITS. YOU.

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