



We have seen many “How too” presentations on Business through out the years, both written and oral. The problem is that most of them are very academic and not practical. Some are very useful however, most do not touch real world Dive Center issues. Scuba Educators International is in the unique position of having on the Executive Staff folks that have been on the ground and acted as the foot soldiers of the industry. Our staff has two individuals that have combined experience of over 100 years working in the real world of Dive Shops, both inland and in resort areas, while others have been Independent Instructors and Public Safety Divers. Scuba Educators International is committed to assisting both Dive Operators and Independent

Instructors to become successful and grow the industry by offering real world advice and counseling to our Membership. You might even say that our Executive Staff holds a PHD in real world SCUBA Business.

Scuba Educators International will be offering on their newly updated website articles on various topics in real world dive operations. These articles will all be on the website for the use of our membership. These articles will touch on inventory control, greeting your customers, answering the phone, merchandising etc. Our Executive Staff has two successful dive shop operators with combined experience of over 100 years. Both individuals have operated very successful Dive Shops in the Midwest, and one has operated the largest dive operation in South Florida in the Florida Keys. In addition to that they have operated as Independent Instructors along with the remainder of the staff.

The background of our Executive Staff provides a wide-ranging set of real-world experience even extending into the public Safety diving and Military Diver training. SEI wants to impart the knowledge, experience and wisdom gained from this wide range of experience to our membership. The article’s purpose is to spread that wisdom and actual experience to the industry by educating our Membership by offering this valuable advice at no charge. We believe that this information will assist all our members in not only growing their business but increasing their bottom line. This after all is the most important function of success.

Tom Leird, the founder of SEI has operated a successful dive operation in Muncie, IN for over 50 years as an Independent in the early years teaching at the local YMCA. Tom still

offers classes at the YMCA but also teaches out of his retail operation and at a local college. Tom's knowledge and experience is definitely real world and is very valuable.

Kenny Wheeler worked as an Independent Instructor for many years prior to going full-time in a dive shop. His influence at the Dive Center in Louisville, KY grew that dive operation to become the largest operation in a tri-state area before moving onto manage Tavernier Dive Center in the Upper Florida Keys. Kenny was able to double the business in three short years earning the title of Best Dive Operation in North America by the readers of Rodale's Scuba Diving magazine. Kenny moved on after that to American Diving Headquarters in Key Largo, the oldest dive operation on the island, where he was able to increase business at that location upwards to 30% in seven short months. The operation was sold at that time to Ocean Divers, the largest dive operation in south Florida. Working with Scubapro, the store became the first Scubapro Adventure Store and a model dive shop in the USA. While at the shop he co-founded the Scubapro Regulator Museum and proudly displayed it at the shop. The Museum is now owned by Scubapro and is on display at Scubapro Americas Headquarters. There is no doubt that he knows the real world of dive operations.

The greatest part of this is that Kenny will assist with any advice you might desire. He loves talking dive shop and he speaks the language fluently. He also consults with our Founder Tom Leird and passes his input onto anyone that would like to have it. There is zero charge to any Member of Scuba Educators International. So, give him a call +1 (765) 281-0600 EXT 1005 or stop by booth #833 at DEMA. Those folks that are not Members it is real easy to cross over.



Kenny Wheeler
Director of Marketing and Sales
Scuba Educators International
www.scubaeducatorsinternational
+1 (765) 281-0600 EXT 1005