

THE DIVE INDUSTRY PROFESSIONAL

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OUTSTANDING DIVEMASTERS

Bruno Nieuwendijk
Marise Ravelli
Toucan Diving Bonaire

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Welcome to the December 2024 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. 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, ***Optimizing Your Business***. Optimizing is about being the best you can possibly be. It's not about being bigger, faster, stronger, smarter, richer, or more powerful than everyone else. It's about being the best you can be using your God given talents and intelligence. This article shows you how to prepare yourself to be the best person for the team instead of trying to be the best person on the team.

Our Dive Industry Profile Series features our ***Outstanding Divemaster Award***. We just returned from a FAM Trip to Bonaire and had an opportunity to dive with two Outstanding Divemasters from [Toucan Diving](#). *The Dive Industry Professional* would like to recognize Bruno Nieuwendijk and Marise Ravelli as our Outstanding Divemasters of Bonaire.

Our Industry Network Series looks into ***Entrepreneurship In The Diving Industry***. Entrepreneurs are people who risk their time, money, and manpower to start a business. They start a business to sell something, a program, product, or service. Many business start-ups succeed but at least half of them fail in the first year. We have many options in the diving industry to use our talents, whatever they may be. Our choice is to go to work for an existing company as an employee or start our own business. This article opens the door to discussions about the choices we have available.

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

EDITOR: Gene Muchanski

Monthly Publication of
Dive Industry Association, Inc.

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Photo Shaun The Sheep by Kewin Lorenzen

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EDITORIAL



Optimize Your Business

by Gene Muchanski, Editor
The Dive Industry Professional

There is great potential in every one of us. I think that our extraordinary God-given potential is a gift we receive at birth, which remains with us throughout our lifetime. However, our knowledge of that potential, the wisdom to use it correctly, and the energy to apply it seamlessly is only temporary and time sensitive. How many times have you said, "I wish I knew then, what I know now." ***Well, I don't want to burst your bubble but, maybe we are old and wise now because we experienced what it was like to be young and foolish back then.***

In our younger days we may have bought into the foolish concept that there were no limits. We may have even been led to believe that anything was possible. The optimist within me still believes that anything is possible, but within limits. That may seem to make the first statement true but the second statement to be contradictory. Deep inside we all know that there are limits to everything. At some point we hit a limit that cannot be exceeded, and that's OK. At our age, it doesn't matter anymore. There is a much better strategy than *maximizing* your potential, or health, or wealth, or power, or influence. It's called Optimizing Your Future. Optimization is all about reaching your potential efficiency so that you can be comfortable with the growth you have achieved. It's not about being bigger, faster, stronger, richer, or smarter than the next person. ***It's about being the best you can be.***

Back in May of this year, I made a scuba dive in

Cozumel. It was an easy nitrox dive, 70 feet for 30 minutes. Not unlike the thousands of dives I've made over the past 57 years. But on this particular dive my tank seemed heavier than it usually does. My fins didn't propel me as fast as on prior dives. My buoyancy was off, and I didn't wear my wet suit because it must have shrunk over the last year and a half since my last dive. Our young Divemaster, Taylor, was very professional and helpful by making it her business to stay close to this ageing diver. The dive ended without incident, but it did make me think about my age, my health, my equipment, and my ability to be a safe scuba buddy. I know I will never be that 19-year-old Navy Diver again, but I do want to be the best and safest diver I can be at 72.

I needed a plan to optimize my diving experiences. I wasn't looking to maximize my diving experiences. I was just looking to have the best experiences I can. I don't want to have diving or travel problems that are caused by inactivity. All of our diving equipment was inspected for wear and tear and items that require maintenance were brought to our local dive store. All of our travel documents, passports, diver certification cards, DAN memberships, and insurance policies were checked for currency and expiration dates. Thankfully, everything is current and still in force. I scheduled an appointment with the VA and met with an Optimization Surgeon who scanned my medical history, current medications, and blood chemistry. She evaluated my ability to have medical procedures, my ability to respond and recover from any surgery, and ran a few tests to determine my optimization level. The VA suggested a Physical Therapist, a Dietitian, and a Nutritionist be added to my optimization routine. Mind you, this is an age-appropriate, doctor recommended, diet and exercise routine.



As serendipitous as it may seem, shortly before I left for a dive trip to Bonaire last week (our 4 dives in Bonaire were spectacular by the way), I spoke with Gretchen M. Ashton, from [ScubaFit LLC](#). *“ScubaFit is the leading fitness for scuba diving resource providing scuba divers with safe and effective exercise and nutrition programs based on the health profile of the diving community and the unique demands of the underwater environment.”* In the coming months, I am hoping to learn more about Gretchen’s ScubaFit program and how it can help the Global Diving Community optimize their physical health for safer diving.

Motivated by the positive changes I have seen in my own health and diving experience, in addition to the positive reinforcement I saw in Gretchen’s specialty programs, ***I believe there is a great need in the Global Diving Business Network to work with dive industry professionals to show them how to optimize their businesses for greater professionalism, productivity, and profitability.*** Too much emphasis in the past has been placed on growth for numbers sake and not for sustainable growth. Many times we see that uncontrolled growth leads to higher revenue and larger numbers but causes higher expenses and lower profitability. We have seen a larger number of divers on the reefs of Cozumel only to have the marine parks closed by the Mexican Government for over-tourism and increased reef destruction.

I compare the dive we had in Cozumel in May to the 4 dives we had in Bonaire last week. The dives we experienced in Bonaire with [Toucan Diving](#) and their Dive Staff were more organized, more professional, better staffed, and more enjoyable. The Toucan Diving Staff made us want to come back for more diving. I believe that an organized, well run, optimized diving operation makes it easier and more enjoyable for a Dive Industry Professional to do their job as a Boat Captain, Instructor, or Divemaster. The proof is in the high retention of staff and the percentage of return customers.

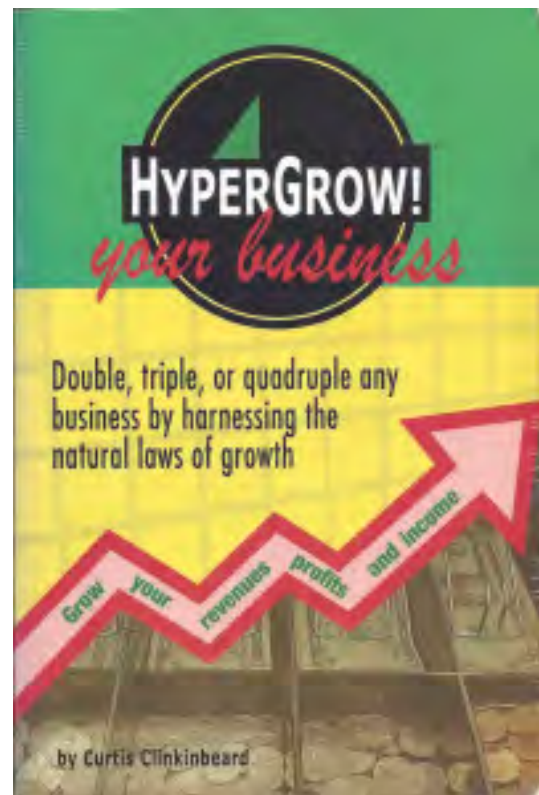
We believe that optimizing your business is in fact optimizing your future and optimizing the recreational diving industry. All diving businesses in the Global Diving Business Network are part of the Industry’s Global Business Team. ***As a business owner myself, I don’t strive to be the best person on the team. I strive to be the best person for the team.*** Being a team player in the Global Diving Business Network

means that we each have a role to play in building and maintaining the Global Diving Community. To maintain a healthy and sustainable global diving community we need to teach people how to dive, sell diving equipment that is best for them, take them diving, and keep them active in the diving community. By focusing on the sale of diving equipment, dive training, dive travel, dive services, and lifestyle products, we are creating an active and sustainable global diving community. The focus must be on providing a quality diving experience for our community, not just to increase the number of divers in our community for growth’s sake. That’s the difference between optimization and maximization.

Let’s stop talking about NO LIMITS and maximization and get on the sustainable growth band wagon with optimizing ourselves, our businesses, and our future. ***Optimizing Your Future is about being the best you can be – within limits.***

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

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OUTSTANDING DIVEMASTERS



Outstanding Divemaster Award **Bruno Nieuwendijk - PADI MSDT Instructor** **Marise Ravelli - PADI OWSI Instructor** **Toucan Diving - Bonaire**

By Gene Muchanski, Editor
The Dive Industry Professional

Over the past eleven years, the Dive Industry Association has been publicly recognizing exemplary service performed by some of the best Divemasters across the globe. As Dive Industry Professionals actively employed in the trade, we come in contact with Divemasters working at dive resorts, on liveaboards, and with contract dive operators. In the dive travel business, Divemasters play a critical role in the diving operation. They are the personal link between the dive operation and the customer.

As Dive Industry Marketing Professionals, it is our responsibility to raise the bar for all Dive Industry Professionals who are actively working in the diving industry. Not only do we have to define the profession we are a part of, we need to recognize individual professionals who go above and beyond the average

performance paradigm of their trade.

We met two such Dive Industry Professionals working at [Toucan Diving](#), on the beautiful island of Bonaire in December. Nestled between two weeks after the DEMA Show and two weeks before Christmas, we participated in a FAM Trip sponsored by [Roatan Charter](#). We were accompanied by ten Retail Dive Travel Specialists representing six Retail Dive Stores. Our Host Resort was the [Van der Valk Plaza Bonaire Resort](#). Our Dive Operator for the trip was the resort's own [Toucan Diving](#).

Toucan Diving is an incredible diving operation. As co-managers of [Team Toucan Diving](#), Denise Korsten and Jeroen Van Buggenum share the responsibility of managing a 21 member staff of Instructors, Divemasters, Captains, and Watersports Professionals. The diving operation is owned and operated by the Van der Valk Plaza Bonaire Resort. Their dive shop, equipment locker, and dive boats are all on the resort's property and conveniently located for easy access by divers.

BRUNO NIEUWENDIJK

What I especially liked about Toucan Diving is the seamless working relationship they have with the resort staff. The diving activity and itinerary are in sync with the dining hours of operation. Checking into the resort and the diving operation was conducted together, within minutes of arriving at the resort. Even before we finished our welcome aboard cocktail, we knew the boarding time of our first dive, which boat we were assigned to, and who our Captain and Divemasters would be. That is the sign of a professionally run diving operation.



We met our Divemasters, Marise and Bruno, at the dive shop the next morning. We had plenty of time after a wonderful breakfast at the resort to pick up our weights and any rental gear we needed for the dive. With the customary offer from the crew to carry our gear to the boat, I was starting to feel like we were going to be treated very specially on this FAM Trip. As it turned out, I wasn't wrong.

Our dive cylinders were already on the boat, as was our Captain, Jeroen Van Buggenum, and an additional crew member. Marise and Bruno started to make their way around the boat assisting our divers, putting our gear together, and stowing our boat bags and dry clothes. Working as a Divemaster or Deckhand

must be a tough thing to do with a boat full of FAM Trip Divers. Typically, people who go on FAM trips are seasoned divers, store owners, and dive instructors. More often than not, they may be more experienced than the boat crew or local Divemasters. Of course, having an experienced local divemaster is the prudent thing to do when diving in a new location away from home. On this trip I believe we had the best of both worlds. We had very experienced divers on this FAM trip and we also had two seasoned, Professional Dive-masters guiding our dives.

Bruno Nieuwendijk is a PADI MSDT Instructor #311637. Don't let Bruno's young looks fool you. He has over 12 years of experience as an Instructor, Divemaster, and Dive Guide since getting certified in Spain in 2012. His experience includes diving employment in Spain and the Maldives. He has been with the Toucan Diving Team since August 2024. Marise Ravelli is a PADI OWI # 540661, having recently completed her Instructor training. Marise is also a certified PADI Mermaid Instructor. Maybe that explains why she is so graceful in the water!

I appreciated the way Bruno and Marise conducted themselves with our group. They didn't helicopter over us, nor did they ignore us. During the time we were setting up, they were close by, engaged with all the divers, and ready to assist or answer questions when you needed them. As I was telling Bruno about a bad diving experience I had in Cozumel last May, I noticed he was listening to me yet checking out how I was putting my gear together. I felt confident that he would have jumped in had I made an error in putting my gear together. For me, that is the sign of a true Professional Divemaster.

After our divers got their gear set up and secured, Captain Jeroen conducted his safety briefing and gave us a summary of the diving day. Then it was time to get underway. This is the evolution that separates average divemasters from Outstanding Divemasters. The average divemasters I've experienced in the last 57 years use underway time to take a nap or chat with other crew members. Outstanding Divemasters, in my opinion, use this time to get to know the divers who they will be supervising on the upcoming dives. You can learn a lot about the people you are going to be supervising by talking with them on the way to the dive site. And if you really want to be a Professional Outstanding Divemaster, you will use the time

OUTSTANDING DIVEMASTERS

getting back to port to do the same thing. Building a professional relationship with your divers could result in a return visit by them. And you have to remember, when you are dealing with FAM Trip Divers, they are considering bringing a group of 10-50 divers with them. I noticed that both Marise and Bruno stayed engaged with their divers during our underway time.

When we arrived at the first dive site, Bruno conducted his dive briefing. I liked his style. Personal, Professional, and Friendly. He outlined the dive, told us what we might see (Really Bruno -Mantas?), and what to look out for. In the water Bruno was up close and personable. He kept the group together, even if most of us had cameras, and maybe one of us had a flying DAN Flag. I noticed that Marise was behind me, making sure that everyone was still together. At the end of the dive, we logged it in just as Bruno had explained. The max depth, the turnaround time, the shallower end of the dive, and the safety stop before surfacing. All the things that make for safe diving.

Our surface interval was spent traveling to the next dive site. We had water, fruit, music, and time for pictures with each other and our Divemasters. Marise and Bruno were busy changing over our gear to a full Nitrox cylinder that we inspected and analyzed. Even at this point I would have put a + (plus) on our diving experience with Toucan Diving. Our boat and boat Captain did an excellent job. Our Divemaster and his assistant (or so I thought) did an outstanding job. The dive was nice, and the surface interval was enjoyable. I congratulated Bruno on being an Outstanding Divemaster and informed him about our Outstanding Divemaster Award and how we would like to present him with a Reed's Rod multi-purpose tool for his outstanding service. I then thanked Marise for her assistance. Boy was I in for a surprise.



Prior to the second dive, Marise stood up and gave the dive briefing. She outlined the dive profile, informed us about the underwater landscape and its possible inhabitants, and gave us some interesting data on the origins of the dive site. In her own Personal, Professional, and Friendly manner she gave us the parameters of the dive, max depth, minimum gas pressure, half-way turn around point, and how the dive profile would look. The dive briefing was professional, covered everything we needed to know, and was enjoyable to listen to.

After all the divers were supervised entering the water, Marise took the lead position and began the execution of the dive plan. As our divers were grouping together, my safety sausage unraveled so I unclipped it and started to rewind it. Marise was by my side in a flash to see if I was OK. She gave me that reassuring look as if to say, "I'm here. Do you need assistance?" She even stayed close by to see that I rolled it up correctly. With my safety sausage clipped back on my BC, Marise took her position up front, with Bruno in the rear, and the dive tour began. From that point on, everything went according to plan. We had a safe and enjoyable dive and ended it with a reasonable shallow water period before our official safety stop. It was a textbook dive. Well supervised and very enjoyable.

Exiting the water and getting back on the boat is not a problem with the Toucan Diving Boats. Especially for divers like me who take their tanks off and hand them up to the Captain, Deckhand, or Divemaster. The first thing I did when I got onboard was to thank Marise for being such an Outstanding Divemaster and thank Bruno for his assistance. What are the odds that our dive team would have two Outstanding Divemasters?

I had originally planned to dive only one day and conduct business in town on the next, but the two dives were so enjoyable and well supervised, we changed our plans and dove the next day. Captain Jeroen and the Crew were more than happy to take our gear back to the dive shop, wash it, and return it to the boat the next day. On day two, Bruno and Marise shared lead Divemaster duties again. They each gave a dive briefing and again, they were given in a unique, personal, professional, and friendly manner. ***I can't tell you how enjoyable it was diving with two Outstanding Divemasters.***



Recognition of Outstanding Divemasters: Good work deserves recognition. Excellent work deserves Industry recognition. On behalf of our Members, Directors, Sponsors, and Staff at the Dive Industry Association, *I would like to recognize and give an industry shout-out to Bruno Nieuwendijk and Marise Ravelli for being Outstanding Divemasters of Bonaire.*

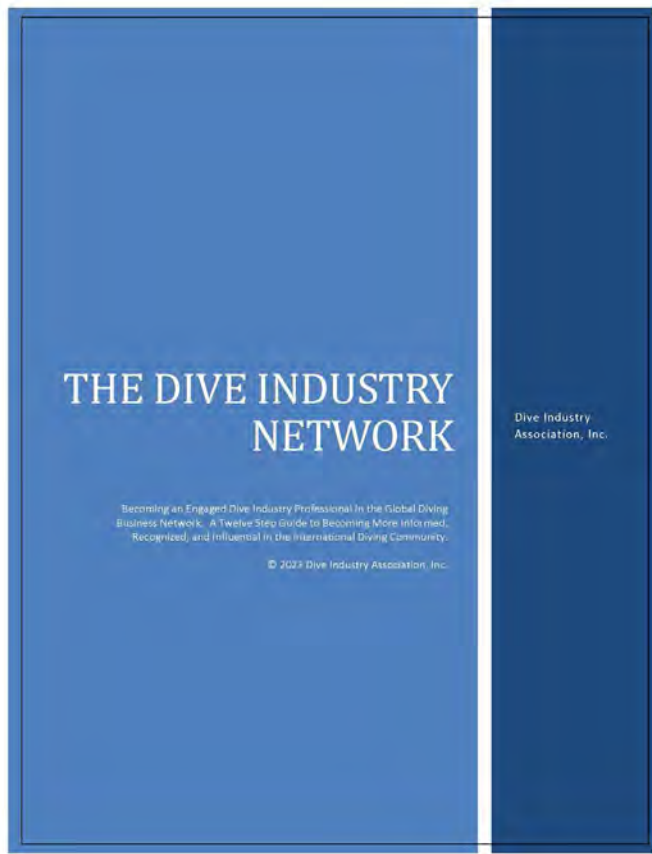
Our recognition comes with a small token of our appreciation from Reed Nescher at Two Tanked Productions, the multi-purpose Reed's Rod. Over the past eleven years we have made this award presentation to Outstanding Divemasters in Grenada, St Lucia, South Caicos, Belize, Solomon Islands, Sea of Cortez, Florida Keys, Cozumel, and now Bonaire. I understand that multi-purpose tools such as the Reed's Rod are not allowed in some Underwater Marine Parks, but they are valued in many resort destinations as wonderful tools that protect reefs while preventing a diver from contacting the reef itself. ***Congratulations Marise Ravelli and Bruno Nieuwendijk on your recognition of being Outstanding Divemasters of Bonaire.*** Marise, I have an Outstanding Divemaster Reed's Rod Award with your name on it and will get it to you in Bonaire.



From our Sponsor: The Reed's Rod is a multi-purpose tool used for underwater photo work and preservation of the reef environment. Divers use the Reed's Rod to keep a safe distance away from a reef while exploring or photographing coral reef environments. The thick, stainless-steel rod is useful in helping to anchor a diver to a reef in the advent of ocean currents, while preventing the diver from contacting the reef itself. Divemaster regularly tap the metal rod against their tanks to get the attention of divers in their group. The Reed's Rod Dive and Photo Tool comes in 14" and 18" models. It is available in a photo tool or non-photo tool model. The Photo Rod has a removable cap and threaded base for camera mounting. This helps maintain a specific focal length away from your reef subject. The Reed's Rod can be ordered from your local retail dive center or by visiting www.twotankedproductions.com



INDUSTRY NETWORK



Entrepreneurship in the Diving Industry

By Gene Muchanski, Editor

The Dive Industry Professional

An Entrepreneur is a person who starts a company or an enterprise to sell a program, product, or service in a market that has a need for what they sell. Entrepreneurs are independent thinkers who invest their time, money, and manpower to create and operate their own business. They usually possess a high degree of expertise in their chosen profession and should also have a high degree of expertise in business to be able to start, grow, and succeed in their chosen venture. Entrepreneurs risk losing everything they invest in their business, in hopes of creating and maintaining a profitable business that they own and control. Being an Entrepreneur can be a very exhilarating and rewarding experience, but it is definitely not for the weak of heart.

Entrepreneurial tendencies are noticeable early in life. Entrepreneurs tend to be independent, and analytical thinkers. They often follow their own instincts and have a tendency not to be joiners. They are creative and like to start their own programs instead of joining

those created by others. They are very inquisitive and have a high intelligence factor that leads them to be lifelong learners and self-educated. Entrepreneurs are normally not satisfied with the status quo and have a higher propensity to see opportunities within current situations and circumstances. They have a tendency to be hard working, confident, and persistent.

There have been many Entrepreneurs in the diving industry. We can learn a lot about these pioneers by studying our industry's history. Divers have a natural tendency to be spirited, adventurous, independent, and self-reliant. Those tendencies worked well when our industry began and started to grow. We have had numerous Entrepreneurs in equipment manufacturing, dive training, and dive travel. We owe much to our early pioneers for seeing opportunities that others did not.

As important as Entrepreneurs are to the Global Diving Business Network, it must be stressed that entrepreneurship is more important in the beginning stages of an industry life cycle. It takes a certain mind set and skill to start a program, product line, or service as it is to start an industry. As companies grow and mature within an industry, they need to recruit employees to perform the work once exclusively performed by the owner / operator, in order to take the company and the industry to the next level of performance.

Growing companies look to hire employees to perform the tasks and skills needed to perpetuate the company and to continue what it was designed for. Employees are specialists in a specific skill or talent. They are educated to perform a specific function for which they are compensated. Usually during this second phase of the company's life cycle, the owner / operator Entrepreneur is still managing the business. There is a good balance of talent, communication, and production when an entrepreneur is managing his or her company and the employees are performing their work specialty. The purpose and mission of the company is still in place and being followed, while the work of creating and distributing their products continues.

If the company continues to grow under the owner's control, it reaches a point where it needs to recruit Executive Management to effectively run the operation so the Founder can transition to lead the company as the President of the Board of Directors. This

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third phase of business growth and development is the most critical to successfully navigate. Especially in the diving industry. From my personal experience in the recreational diving industry and studying the Global Diving Business Network the entire time, I can point out numerous diving businesses that were not successful in the transition period of management from founder to hired employee management. Without exception, they all missed one critical step.

An entrepreneur is an independent operator and a risk taker. They understand the products they create, and they understand the customers who buy them. They know the composition of the market and who the major buyers and sellers are. They have a basic understanding of the regional, national, and international economy. They are confident in their abilities but flexible enough to change if necessary. To an entrepreneur, their business is their mission and purpose in life. It's more than a job, it's who they are. **Founders, owners, and leaders of a company have to do the right things to stay in business.**

An employee is an educated professional who trades their skills and talents for a respectful job that pays fair compensation and benefits. Their job is what they do, not who they are. They have other interests outside of their work environment and may have family and friends who are not associated with the company they work for. **Employed Company Executives have to do things right to keep a business afloat.**

I guess you would call it an epiphany or an ah-ha moment, but my thoughts on entrepreneurship and employee became crystal clear to me when a major university asked me to speak to their MBA candidates about Entrepreneurism. They were designing a course to teach them how to be Entrepreneurs. My 45 minutes presentation turned into 45 minutes of presenting with an additional 1 ½ hour question and answer discussion. We discussed important aspects of being educated to manage a company instead of starting your own business. We looked at what drove successful entrepreneurs like Bill Gates and Mark Zuckerberg to drop out of Ivy League schools and start their own businesses. We also looked at the ratio of successful business startups compared to business startup failures.

Within a week of our MBA Summit, the University decided they would teach Intrapreneurship to their

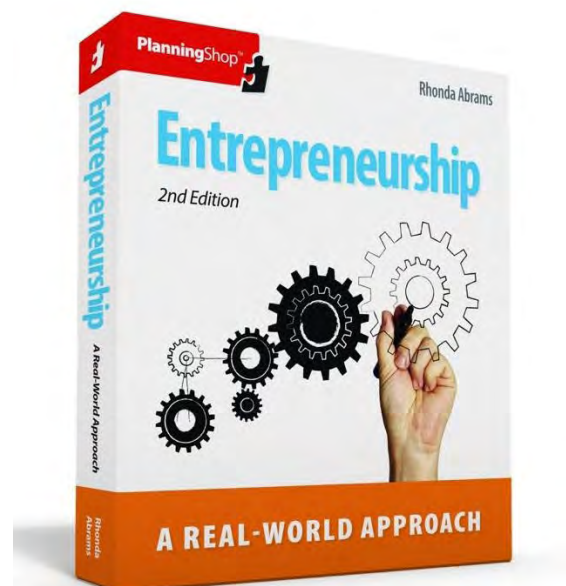
MBA students. Not only would it keep them in school until graduation, but it would also educate them on how to *think entrepreneurially* within their company, enabling economic growth and development into the 21st century and beyond.

So, do we need more entrepreneurs in the diving industry? Of course we do. Do we need more employees too? Absolutely. But what we need the most is more business topics that deal with business startups, growth, and success. We need to look at the benefits and obstacles of starting your own diving business and the benefits and compensation of being a Dive Industry Professional.

One of the best books I have read on Entrepreneurship was written by Rhonda Abrams, from The Planning Shop. Now in its 2nd Edition. Entrepreneurship is a *MUST* read for anyone in the diving community considering starting their own business. Check out Rhonda's books from [The Planning Shop](http://ThePlanningShop.com).

For more information about Entrepreneurship and Economic Development in the Recreational Diving Industry, contact Gene Muchanski, Executive Director, Dive Industry Association, 2294 Botanica circle, West Melbourne, Florida 32904. Phone: 321-914-3778. eMail: gene@diveindustry.net Web: www.diveindustry.net & www.divelocal.org

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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



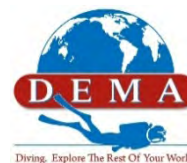
March 28-30, 2025: Beneath the Sea - 46th Annual International Oceans Exposition. New Jersey Meadowlands Expo Center, Secaucus, NJ. Contact Maria Hults. Phone: 914-664-4310. Fax: 914-664-4315. email: info@beneaththesea.org Web: www.beneaththesea.us



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

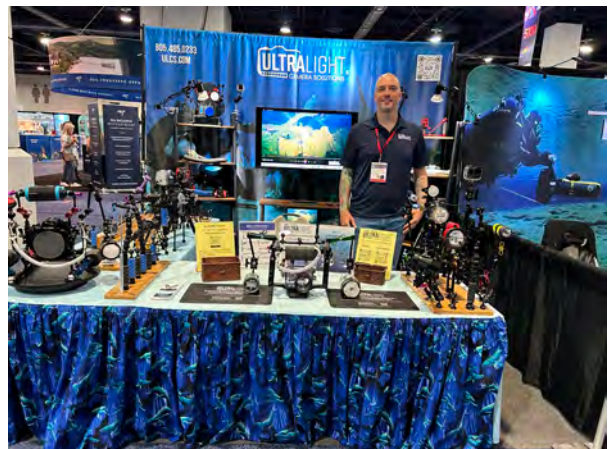
2025 PHOTOGRAPHY EVENTS



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

0437 – Scuba Educators International – Training Agency – www.scubaeducators.org

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

RENEWING MEMBERS

0047 – Henderson Aquatics – Manufacturer, Wetsuits – www.HendersonUSA.com

0258 – Cozumel Scuba Repair – Travel, Retail Dive Center – www.cozumelscubarepair.com

0283 – Buddy Dive Resort Bonaire – Travel, Dive Resort & dive Operator – www.buddydive.com

0307 – Mexico Liveaboards – Travel, Liveaboard – www.MexicoLiveaboards.com

0321 – Splash Dive Center – Travel, Dive Operator – www.splashbelize.com

0368 – Captain Don's Habitat Bonaire – Travel, Dive Resort – www.haitatbonaire.com

0378 – Scuba St Lucia at Anse Chastanet – Travel, Dive Resort – www.scubastlucia.com

0407 – MASS Diving Inc – Travel, Tour Operator – www.massdiving.com

0408 – Manthiri Maldives – Travel, Liveaboard – www.manthiriliveaboard.com

0406 – Kids Sea Camp – Columbia, SC – www.familydivers.com

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

0426 – Scuba Properties DBA Scuba Show – Shows & Events Producer – www.scubashow.com

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

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



ARE WE THERE YET?

SCUBA DIVING

EXCURSIONS

LIVEBOARDS

GROUP TRAVEL

1 (800) 282-8932 | Info@RoatanCharter.com | www.RoatanCharter.com



DIVE INDUSTRY FOUNDATION

PROMOTING ECONOMIC DEVELOPMENT IN WATERSPORTS