

THE DIVE INDUSTRY PROFESSIONAL

July 1, 2023 - Vol 23, Issue 07



EDITOR'S GREETING

Welcome to the July 2023 edition of *The Dive Industry Professional*. The month of July means different things to different people in the diving industry. Traditionally, the watersports season starts on Memorial Day and ends on Labor Day. Summertime is when the scuba instructors are busy teaching classes, dive stores are selling gear, and the local dive boats are taking divers and diving students out on dives. For other folks, summertime is vacation time. It's the time when we pack our bags and head for those tropical dive destinations to enjoy some great diving. This is the time that a lot of dive industry professionals take some personal time off before their August sales meetings. Industry planners, on the other hand, are already preparing for the DEMA Show in November. If you have children, you are well aware that July means Back to School.

The diving industry has changed in the last 60 years. Industry planners today use modern marketing tools that allows them to reach multiple audiences in the diving community. We target market our communication to any group or individuals we choose. While the global diving business network is busy servicing the global diving community, industry planners can be running the day-to-day operations of the diving industry. We finally have the ability to run the industry while dive industry professionals are busy teaching diving, selling equipment, taking people diving, and keeping them active in the recreation.

Our epiphany came from the book *The E Myth*. Michael Gerber said that a business needed two people to be successful. One to work *in* the business and one to work *on* the business. If you think of the Global Diving Business Network as one business, you will see that someone, or some association, needs to be addressing the industry's strategic development while dive businesses are actively involved in doing what dive businesses do. That has always been to teach people to dive, sell dive equipment, take people diving, and keep divers actively involved in the recreation. That is the mission of the Dive Industry Association – to focus on the business of diving issues.

In this month's issue we start off with our editorial, *Gladiators in the Arena*, to address the working professionals in our industry. Can you relate to the active Dive Instructors, Dive Store Staff, Dive Boat Operators, and Travel Professionals who work day-in and day-out to make this industry what it is? We do. Our Dive Industry Network Series continues with Chapter 6 – Participating in DIA. Our DIVE LOCAL series continues on *Potential Solution to the Industry's Challenges*. And finally our Shows & Events column brings you upcoming events to keep you actively involved in the industry.

DIVE LOCAL – DIVE OFTEN

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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Industry Trade Publication

The Dive Industry Professional

EDITOR: Gene Muchanski

Monthly Trade Publication of
Dive Industry Association, Inc.
2294 Botanica Circle
West Melbourne, FL 32904
Phone: 321-914-3778
eMail: gene@diveindustry.net
Web: www.diveindustry.net

Quick Links

www.diveindustry.net

www.diveindustry.org

www.divelocal.org

DIVE STORES



Dive Industry Retail Association July 1, 2023

Retail Dive Centers

Charlie's Scuba Shop	Hot Springs, AR	501-762-5371	www.facebook.com/charliesscubashop
The Dive Shop	Little Rock, AR	501-666-3483	www.diveshop1.com
Scuba Professionals of Arizona	Phoenix, AZ	602-314-6650	www.diventures.com
Underwater Connection	Colorado Springs, CO	719-599-3483	www.uwcscuba.com
Weaver's Dive & Travel	Boulder, CO	303-499-8500	www.weaversdive.com
Captain Slate's Dive Center	Tavernier, FL	800-331-3483	www.CaptainSlate.com
SeaVentures	Atlanta, GA	770-992-3772	www.seaventures.com
The Dive Shop	Marietta, GA	770-973-7909	www.diveshop1.com
Scuba Shack Maui	Kihei, Maui, HI	877-213-4488	www.scubashack.com
Diventures	North Liberty, IA	319-665-2741	www.diventures.com
New Horizons Scuba Diving Center	Lexington, KY	859-277-1234	www.diventures.com
MASS Diving Inc	Natick, MA	508-651-0698	www.massdiving.com
Sub Aquatic Sports & Services	Battle Creek, MI	269-968-8551	www.diveventures.com
Captain Nemo's	Columbia, MO	573-442-3483	www.diventures.com
Diventures	Springfield, MO	417-883-5151	www.diventures.com
TD Scuba	Kansas City, MO	816-525-3487	www.diventures.com
Blue Dolphin Dive Shop	Winston-Salem, NC	336-760-9226	www.bluedolphindiveshop.com
Discovery Diving Co., Inc.	Beaufort, NC	252-728-2265	www.discoverydiving.com
Aquatrec	Lincoln, NE	402-420-6338	www.diventures.com
Diventures	Omaha, NE	402-933-6251	www.diventures.com
Sierra Diving Center	Reno, NV	775-825-2147	www.sierradive.com
Eugene Skin Divers Supply	Eugene, OR	541-342-2351	www.EugeneSkinDivers.com
Indian Valley Scuba	Harleysville, PA	800-825-2452	www.indianvalleyscuba.com
The Dive Shop	Memphis, TN	901-763-3483	www.diveshop1.com
Cane Bay Dive Shop	St. Croix, USVI	800-338-3843	www.canebayscuba.com
St. Croix Ultimate Bluewater Adv.	St. Croix, USVI	877-567-1367	www.stcroixscuba.com
Nautilus Aquatics	Sterling, VA	703-421-3483	www.nautilus.com
Nautilus Aquatics	Vienna, VA	703-263-0427	www.nautilus.com
Diventures	Fitchburg, WI	608-630-9800	www.diventures.com
Diventures	Sun Prairie, WI	608-630-9800	www.diventures.com
Buddy Dive Resort	Kralendijk, Bonaire	866-GOBUDDY	www.buddydive.com
Cozumel Scuba Repair	Cozumel, Mexico	987-869-8116	www.CozumelScubaRepair.com
Cathy Church's U/W Photo Centre	Grand Cayman Island	888-690-7072	www.cathychurch.com



EDITORIAL



Gladiators In the Arena

by Gene Muchanski, Editor
The Dive Industry Professional

Being a Dive Industry Professional can be as rewarding a career as any. It's all about doing what you love to do and being the best that you can be. Whether you decide to do this full-time or part-time is your choice. You can work for a company that hires you for your skill set or you could go the entrepreneurial route and work for yourself. It's all about deciding what you want to do, exploring the options that are available to you, preparing for the role you want to play, and making the effort to secure the position you want to fill. Once you begin your career in your chosen profession, it's up to you to learn, grow, and succeed from there. If I make it sound too simple, please excuse me, it's not!

There are many career options for people who want to make a living as a scuba diving professional. Colleges and Universities hire scuba instructors to teach classes on campus. Universities that have diving programs usually hire a Diving Safety Officer. Aquariums that employ divers usually do the same. Dive stores around the world hire scuba instructors as employees or private contractors. Dive Resorts and Liveaboard hire Divemasters, Instructors, and Crew to staff their vessels. As an employee, your professional development responsibility is to keep your scuba instructor certifications and competency level current. **You could live the dream and get a paycheck too.**

When a scuba instructor decides to go into business for themselves, their whole perspective and priority changes. As a small business owner, a Dive Industry

Professional has to balance their knowledge, skill set, and tools of the trade as a Scuba Instructor and Business Owner. As a scuba instructor you still have to keep your diving professional development credentials current, and maintain your certification, agency affiliation, and insurance requirements. As a business owner you have to promote your instructional service in order to fill your classes. You will need to keep track of your income and expenses, as required by local, state, and federal law. The more time you spend teaching classes, the less time you will have for pre-class promotion and post-class government compliance. If you teach diving part-time and have another full-time job, your available time for business matters will be significantly less.

The most common mistake made in the diving industry is focusing too much time on the diving part of your life at the expense of the business side. If you have a full-time job and you spend every moment of your free time teaching diving classes, going on dive trips, and attending professional development classes (about diving), your business will fail and may even lead to legal problems. If you are able to successfully complete all of your job related, diving related, and business-related responsibilities, that is commendable. If not, then something has to give.

Having too much on your plate is bad enough for scuba instructors who have a full-time job and run their own part-time diving business, but the same thing goes for those of us who run full-time diving businesses. Operating a dive store as an owner-operator often turns into an 80 hour per week addiction. ***That's when you get so busy that you feel like the Gladiator in the Arena.*** You are so busy doing what you do, that you can't focus on the big picture, and things start falling through the cracks. If only you could back away for a moment to get the Emperor's view of the arena? Pilots call it the view from 30,000 feet. Either way, it is difficult to work on your business when you are up to your eyeballs in the day-to-day tasks of doing what your business does. That's why Michael Gerber, in his book *The E-Myth*, said that one person needs to work *in* the business and another person needs to work *on* the business. But the purpose of this editorial is not to remind you of problems you are probably already familiar with, but to offer suggestions on how to overcome some of these challenges.

The idea for this editorial came to me today when I was online in a social media group, reading about the

problems some members were having about a lack of market demand for their products and services. They stated, quite correctly, that their vendor of choice was not developing market readiness or consumer desire for their services. There was no question that the products and services of this vendor were excellent, but their follow-up support for this group was lacking. What no one mentioned was that if the vendor's products were superior to the competition, but they provided limited or no brand marketing support for their clients, why were the instructors still doing business with them?

I've learned that unsolicited advice is rarely appreciated, but as a paid Marketing Advisor, I believe there is a deeper root cause to this problem. First of all, if a company produces a superior product but limited marketing support, maybe their focus and core competency is product related, and not marketing related. If they offer limited marketing support, maybe it's because not all their clients need, want, or value marketing support. Or at least they don't think they do. That leaves their other customers, the Gladiators in the Arena, out in the cold with no support. It could also mean be that the vendor just doesn't know how to market successfully, or they have the wrong employees or corporate managers. Maybe they even have the wrong Corporate Culture! A good marketing assessment may be in order to get to the bottom of this serious channel conflict.

As a life-long Marketing Professional, I firmly believe that buyers and sellers are strategic partners within the supply chain. It is to the vendor's advantage to stimulate demand for their products in the marketplace. It's called Brand Marketing or Brand Management. After all, it's not the end user who is their customer, it's the instructor who gets certified through their agency, pays dues, and registers their student through them. Increased brand marketing is usually accompanied by increased demand for your products and services. When your best customers are so busy using your products and services that they don't have time to market their own business, it behooves a vendor to stimulate demand for them. After all, they are in fact building a market for your product and your company.

There is another aspect to the Gladiators in the Arena concept that is so misunderstood in the diving industry. Our Industry Gladiators in the Arena are the Industry's Rainmakers. They are the instructors, Re-

tailers, and Sales Reps. They perform in the training, sales, and travel arenas every day. They make the sales and bring home the revenue. They have always reminded me of combat soldiers fighting on the front lines. If their vendors expect them to continue to fight, or teach, or sell for them, then they have to supply them with ammo and air support. In the business world, this translates to marketing support and brand management. ***If you want to grow your business, you need to take care of your Gladiators and Rainmakers.***

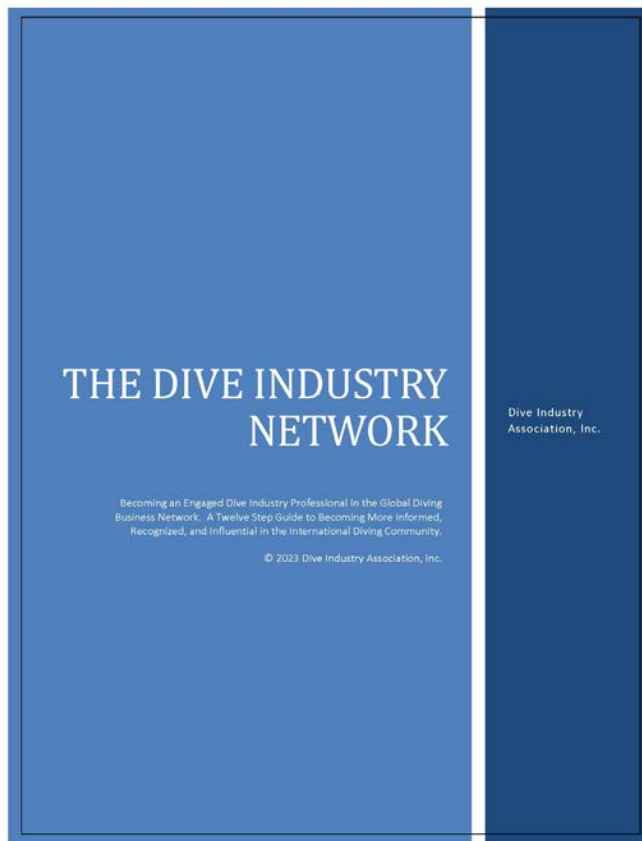
The other mistake made too often in business, and not just the diving industry, is taking your best Gladiators and turning them into Sales Managers, or worse, General Managers. Great salespeople sell. Great teachers teach. The golden rule of management is never taking your better salespeople away from doing what they do best. It's better to wait until they have come to the point in their career when they are ready to transition from the active lifestyle of sales and continue their career as a leader, mentor, and manager.

Running a business is a team sport. It is part science and part art. It takes education, knowledge, and experience. It also takes a significant amount of time, money, and manpower. For many of us, a business is like a puzzle, with many interlocking pieces representing numerous business components, performed by people with different talents and abilities, all inter-connected to achieve a common purpose. A business is a compilation of numerous systems and sub-systems created and performed by people from different generations at different stages in their careers, to create products and services for a consuming public that is equally as diverse as they are. When we think about Gladiators in the Arena, we think of people engaged in their work, dealing with their narrow perspective of the moment, only supported by their current knowledge, education, and experience. Our job as managers is to help these Gladiators use their talents and abilities to achieve great things for themselves and our companies.

This is an exciting time to become part of the Global Diving Business Network. For more information, 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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SERIES ARTICLE



Dive Industry Network Series Chapter 6: Dive Industry Association Participate in The Dive Industry Association

by Gene Muchanski, Executive Director
Dive Industry Association, Inc.

Participation has its rewards. Especially when you take it up a notch with the help of an active global diving business network. In two previous articles in this series, we talked about participating in industry surveys that pertain to your stakeholder group and working on a collaboration to help build a global diving business network within the global diving community. By participating in the Dive Industry Association as an active member you will now be able to work on the promotion of the global diving business network which includes the promotion of your own company and the goods and services you provide to the global diving community.

As a new member of the Dive Industry Association who has an interest and desire to progress as an active participating Dive Industry Professional, you will be shown how to get the most promotion possible from our weekly press release service, our monthly

trade publication, and our annual trade directory and buyers guide. We will work with you to make sure that you are well integrated in our DIVE GLOBAL program and that you have the opportunity to participate in our face-to-face marketing opportunities.

Our Vision: The Dive Industry Association has been exceeding expectations in the industry since April 1, 2001. Our Vision is reflected in our motto, ***Building a Better Industry, One Member at a Time***. We maintain a full-time office in Melbourne, Florida and use an all-volunteer staff to run the association. One hundred percent (100%) of the revenue we receive from dues is spent on marketing, tools, and technologies to promote our members and their role in the diving industry. We publish a *Weekly News* press release service every Tuesday and a monthly trade magazine we call *The Dive Industry Professional*. DIA Members receive 24 FREE press releases during their 12-month membership period. That's a \$4,800 savings over our competitor's rack rate. The Association maintains a number of websites, blogs, directories, and social media networks, all designed to promote your business. We publish an annual Trade Directory & Buyers Guide that is updated monthly and distributed to every Dive Industry Professional in our database. The directory is available as a free subscription to the entire global diving community and is posted to our website.

Our Purpose: The purpose of our trade association is to build a unified Global Diving Business Network that works together to grow its success and sustainability, both individually and collectively for the benefit of the entire Global Diving Community. By working together within the network, our members are building successful and more professional businesses, establishing industry norms, and creating best practice procedures that can be shared with other members.

We promote our members to the general public via direct mail, print media, electronic mail, social media, face-to-face marketing at shows & events, and by direct referrals. We use our extensive database of dive industry professionals in the trade and the tens of thousands of consumers we have to network our members with each other and refer their goods and services to the general consuming public. We use 21st century marketing technology to distribute our message to our target audiences about our members.

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Over 400 members have joined our marketing and trade association to promote their businesses and help grow the industry. By becoming an active member of the association, Dive industry Professionals are participating in the industry's growth and success while making their own businesses more professional, productive, and profitable. Without active members who care enough to get involved in their professional, our industry would wither and die.

The Dive Industry is set up to focus on the Business of Diving issues in the recreational industry. Our members spend most of their time running their own businesses and any assistance they can get about modern marketing tools and technologies that help make them be more professional, productive, and profitable is welcomed. We realize that serving your current customers is a full-time job and keeping in touch with your former customers can be very time-consuming. We also know that prospecting for new customers is the costliest part of your marketing budget and the most time-consuming task of all. That's where the Dive Industry Association becomes a welcome partner and associate to your business.

Annual membership dues are \$125 and runs for a full 12-months. All of our member benefits are listed in our 22-page Membership Manual, which is available for your perusal. View a copy today at <https://www.flipsnack.com/98E65CF569B/dive-industry-association-member-guide-july-2023/full-view.html>

For more information on the power of a monthly trade publication in the diving industry, contact Gene Muchanski, Executive Director, Dive Industry Association. Phone: 321-914-3778. Email: gene@diveindustry.net Web: www.diveindustry.net

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



2294 Botanica Circle, West Melbourne, FL 32904
Phone: (321) 914-3778

BECOME A MEMBER TODAY

The Dive Industry Retailers Association is part of the Industry's Premier Trade Association for all Dive Industry Professionals. Our Mission is to bring Buyers and Sellers together. Membership includes Press Releases, Marketing Promotions and Consultation, Directory Listings and Direct Business Referrals, Business Trade Discounts, Subscription to The Dive Industry Professional and much, much more.

FOR MORE INFORMATION visit our Trade Website at www.diveindustry.net or call, write, or email Gene Muchanski at gene@diveindustry.net

ADDRESS CORRECTION REQUESTED



DIVE LOCAL



DIVE LOCAL – A Dive Industry Community Effort Problem Solving in the Diving Industry

By Gene Muchanski, Executive Director,
Dive Industry Foundation

CHAPTER 10 – Potential Solutions

During three Regional Summit Meetings in Dallas, Chicago, and Secaucus, 15 speakers and 83 attendees discussed local, regional, and national problems that were troubling our industry. I use the word “problems” but would like to acknowledge the words challenges, obstacles, and roadblocks. For me they all describe things that are not right with a situation which can be identified, dealt with, and corrected. For the sake of simplicity in this article, let’s use the word “problems” as a catch-all term. The original agendas of the summit meetings were set up to define the problems, brainstorm possible solutions, and create actionable items based on the best possible solutions. I believe we missed one important step in the process. After we identify a problem, we need to know how to reverse the problem to a more acceptable outcome before we can offer possible solutions to solve that problem. As an example, suppose someone said that scuba classes were too expensive. Before we can brainstorm possible solutions, I think we need to define what a more acceptable outcome for expensive scuba classes would be. Maybe we should be thinking about how to correctly price our classes? Now we have a better idea of the problem we are trying to solve. Sometimes we don’t get the right answers because we are asking the wrong questions.

Problem solving is a challenging concept to perform correctly, especially in a mixed audience. Remembering that we all see problems according to our own situation and perspective. Therefore, it is quite understandable that industry problems can be regional, seasonal, generational, and unique to a specific stakeholder group. It may behoove us to first discuss general problems that pertain to all or most of us, then move on to specific and more uniquely individual problems. The same thing applies to recommending possible solutions. Some solutions may be general in nature and apply to a number of problems whereas some solutions focus on a specific problem. To keep our problem solving on track, here is a recommended sequence to finding workable solutions.

1. Identify problems.
2. Suggest alternate outcomes.
3. Brainstorm possible solutions.
4. Choose the best possible solution.
5. Create actionable items to solve problems.
6. Assign responsibility to oversee actionable item implementation.
7. Report and follow-up.

Potential Solutions for Diving: As a trade association, our perspective of the diving community ranges from a global perspective down to the local diving community level. We look at possible solutions to problems that affect the diving industry on a global, national, regional, and local level. Our solution recommendations are fine tuned to address the needs of individual stakeholder groups. When we look at problems and solutions for a healthier diving community, we use four priorities as a basis for our recommendations. This is our message to the diving public and prospective divers.

1. Learn to dive.
2. Purchase your equipment.
3. Go diving.
4. Stay active in scuba diving.

From a global perspective, creating solutions for the underperformance of these four guideline steps increases the number of people getting certified, increases the sale of diving equipment, increases diving activity on a local and international level, and keeps divers active in the recreation. When we discover problems, challenges, roadblocks, and bottlenecks in the four priorities, it’s easier to think of possible solutions to get them back on track. Improvements in

DIVE LOCAL

these four priorities help the Global Diving Community expand. This community is all about divers and what they do. To have a vibrant diving community, people need to learn to dive, purchase their gear, go diving and stay active. How we go about that is the business side of diving. Let me explain.

Potential Solutions for Business: Hypothetically, let's think of the Global Diving Business Network as a single business. We will call them Global Diving Business Network, Inc. The business they are in is the recreational scuba diving business. The products and services they sell are scuba and scuba related training, diving and diving related equipment, and travel services like local diving trips and adventure travel trips on liveaboards and at resort destinations. When we look at the entire global network of dive businesses as one company, we see a common fault with many other dive businesses. They are focusing too much time and energy on the diving aspect of their business (what they do) and not enough time and energy on the business aspects (how they do it). Consequently, we see their certifications, sales, travel, and activities declining as they take the focus off of running their business. ***If we lecture our diving businesses to spend half of their time running their business and half of their time doing what the business does, why would our advice to the diving industry be any different?***

So, what kind of issues or problems would the business side of our industry have? Since the Global Diving Business Network is a collaboration of many businesses, its problems are probably very similar individual businesses. Let's create a priority list of issues that pertain to a collection of businesses.

1. Collective industry vision and growth plan.
2. Industry fragmentation issues.
3. Channel friction between stakeholder groups.
4. Differences in channels of distribution.
5. Career advancement opportunities.
6. Co-op Marketing Campaigns.
7. Industry Data Collection.
8. Industry Advisory Panel.
9. Trade and Consumer Shows & Events.
10. Market Development.
11. Professional Development Programs.
12. Business Development Programs.

When we look at the distinction between diving related problems and business-related problems, we have a clearer picture of the problems, alternate outcomes, possible solutions, and actionable items that can correct, change, or modify the current state of the industry. We see the similarity between a diving business and a diving industry. Both have to split their attention between running their business and doing what their business does. ***If the balance is not correct, both sides of the business will fail. That's how businesses fail and that's how industries fail.***

So how do we find out what the problems and solutions of the industry are? Where do we find the people who will create actionable items that we can work on to solve the problems of the industry? Let me put out a few suggestions.

1. Industry Surveys – by stakeholder groups.
2. Zoom meetings with regional and stakeholder volunteers.
3. Industry Advisor Meetings.
4. Round table discussions at Dive Shows & Events.
5. Regional Summit Meetings. (Digital and in-person).

For more information contact Gene Muchanski, Executive Director, Dive Industry Association, Inc., 2294 Botanica Circle, West Melbourne, FL. Phone 321-914-3778. Email: gene@diveindustry.net web: www.diveindustry.net

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SHOWS & EVENTS

2023



September 4-7, 2023: ScubaCon – Virtual Seminar Series. 40th Anniversary Scuba Event. Denver, CO. Contact Steve Weaver, Dream Weaver Travel. Phone: 303-499-0942. email: steve@diveDWT.com Web: www.DreamWeaverTravel.com



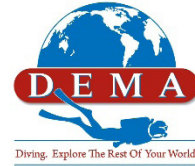
September 7-9, 2023: Surf Expo. 46th Annual Industry Trade Show. Orange County Convention Center – West Concourse, 9800 International Drive, Orlando, FL 32819. Contact Rod Tomlinson. Toll Free Phone: 800-947-7873. Phone: 678-781-7900. email: rod.tomlinson@surfexpo.com Direct: 678-781-7914. Web: www.surfexpo.com



September 9-10, 2023: ScubaCon – In-Person Scuba Event. 40th Anniversary Scuba Event. Denver, CO. Contact Steve Weaver, Dream Weaver Travel. Phone: 303-499-0942. email: steve@diveDWT.com Web: www.DreamWeaverTravel.com



October 21, 2023: Underwater Treasure Hunt. 44th Annual Underwater Treasure Hunt. Discovery Diving Co., 414 Orange Street, Beaufort, NC 28516. Contact Debby Boyce. Phone: 252-728-2265. Email: dive@discoverydiving.com Web: www.discoverydiving.com



November 14-17, 2023: Dema Show. 47th Annual Industry Trade Show. Ernest N. Morial Convention Center, Halls G-J, New Orleans, LA. Phone: 800-687-7469, email: Web: www.demashow.com

2024



January 10-12, 2024: Surf Expo. 47th 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. Fax: 678-781-7920. email: rod.tomlinson@surfexpo.com Direct: 678-781-7914. Web: www.surfexpo.com



January 20-28, 2024: Boot Dusseldorf - 53rd 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>

SHOWS & EVENTS



March 16-17, 2024: *The Boston Sea Rovers 69th 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 23-24, 2024: *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



June 1-2, 2024: *Scuba Show.* 37th Annual Consumer Scuba Show. Los Angeles Convention Center, Los Angeles, CA. Contact Mark Young, Executive Director. Phone: 310-792-2333. Fax: 310-792-2336. email: mail@scubashow.com Web: www.scubashow.com



November 19-22, 2024: *Dema Show.* 48th Annual Industry Trade Show. Las Vegas Convention Center, South Halls, Las Vegas, NV. Phone: 800-687-7469, email: 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



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

0431 – Sierra Diving Center – Retail Dive Center – www.sierradive.com

0432 – ITDA International Technical Diving Agency – Certification Agency – www.diveitda.com

RENEWING MEMBERS

0346 – Beqa Lagoon Resort Fiji – Travel, Resort – www.BeqaLagoonResort.com

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

0356 – Saint Lucia Tourism Authority – Travel, Tourism Bureau – www.stlucia.org

0390 – Arenui Liveaboard – Travel, Liveaboard – www.thearenui.com

0410 – OCG Creative LLC – Service Provider – www.ocgcreative.com





"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

LOCAL EVENT

Discovery Diving

SERVICE
AIR
RENTALS



Company, Inc.

DAILY CHARTERS
EQUIPMENT
INSTRUCTION

July 11, 2023

On October 21st, Discovery Diving will be hosting its 44th Annual Underwater Treasure Hunt, which helps raise money for the Diver's Alert Network (DAN) and the Mile of Hope Children's Cancer Event. This event is a true 'treasure hunt' where divers get to scuba dive off the rock jetty at Radio Island in Beaufort, NC, seeking treasure in the form of numbered oyster shells. After the painted shells have been found and collected, we return to the dive shop for a pig pickin' feast and the drawing for prizes. Proceeds from the ticket sales go to DAN and Mile of Hope to provide medical support for divers and children with cancer. It's all very exciting and makes for a really fun day! This event is one of the largest single day gathering of divers and like-minded people in North Carolina.

Last year we had 150+ enthusiastic divers participate and a great time was had by all! Our Annual Treasure Hunt is always exiting for the treasure hunters themselves, with prizes given away from around the world. In 2022, businesses such as travel agencies, resorts, manufacturers and local businesses donated more than \$25,000.00 in prizes and fun promotional items. Our staff and participants were beyond thrilled!

We are very excited about our upcoming event and hope that your organization will be able to help us in making this year's even better. Our prizes are all wonderful donations, tax deductible, from businesses such as yours, and we are very grateful for all the generous support. We welcome any donations you are able to offer, whether it's promotional items, gift certificates, merchandise, hotel stays, dive trips, or offers such as 'two for the price of one'. Anything would be greatly appreciated! If you are able to contribute or if you have any questions, please let us know by email: dive@discoverydiving.com or call 252-728-2265.

Donations, Contributions and Promotional materials may be sent to:

Treasure Hunt c/o
Discovery Diving Company
414 Orange Street
Beaufort, NC 28516

Discovery Diving Co.'s annual Treasure Hunt is an event that supports DAN (the Diver's Alert Network) and the Mile of Hope Children's Cancer Event.

In recognition of your contribution, your business name and donation will be posted on our website at www.discoverydiving.com. Any brochures or promo items will be included in the packets given to all participants. We thank you for your support!

Sincerely,

Debby Boyce and the 2023 Discovery Diving Treasure Hunt Team

Discovery Diving®Co., Inc.
414 Orange Street, Beaufort, N.C. 28516, 252/728-2265 (SCUBA OK), Fax 252/728-2581
e-mail: dive@discoverydiving.com • www.DiscoveryDiving.com



LET'S MAKE IT HAPPEN



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