

THE DIVE INDUSTRY PROFESSIONAL

August 1, 2023 - Vol 23, Issue 08



EDITOR'S GREETING

Welcome to the August 2023 edition of *The Dive Industry Professional*. The recreational dive season is well underway. Scuba Instructors are teaching classes, dive stores are selling dive equipment, local dive boats are hitting the local dive spots, and traveling divers are diving their dream spots in St. Somewhere. The Dive Industry Planning Professionals, however, are busy at their desk planning their August sales meetings and getting their Sales Rep samples ready for a September launch. It's so nice to be getting back into our seasonal routine after spending three years fighting the pandemic and its aftereffects.

Many things have changed in the diving industry in the last four years. Dive Industry Professionals are once again uniting under the Global Diving Business Network concept with its industry norms and best practices, that make up the Global Diving Community. We have finally come to an agreement that the diving industry revolves around the sale and use of diving equipment, dive training, dive travel, and a watersports lifestyle. The only way we can ever grow our recreation is to make sure that all Dive Industry Professionals are working together to persuade the public to 1) Learn to dive, 2) Buy their gear, 3) Go diving, and 4) Stay active in diving.

The Dive Industry Association is working to unite the industry towards a common goal. That goal is to grow the profession. As a Trade Association we are doing things that have needed to be done for a long time. 1) Through DIVE LOCAL we have defined the Global Diving Community and the Global Diving Business Network. 2) We created Regional Diving Communities and identified the Dive Industry Professionals that work there. We promote them to the entire worldwide diving community by publishing our Annual Trade Directory & Buyers Guide. 3) We focus on the business of diving issues and keep our Global Diving Business Network informed every month with the industry's only trade magazine, *The Dive Industry Professional*. 4) We work every day to bring buyers and sellers together. Not just once a year. Maybe that's why Divers, Dive Industry Professionals, and Diving Businesses are working to make us the Premier Trade Association in the Diving Industry. The more members we attract, the more we can do to grow the diving industry.

In this month's issue we start off with our editorial, *The Changing Role of Marketing*. We'll get into how Sales Reps are getting better at marketing and how marketing professionals are learning how to follow through with a sales call. Our Dive Industry Network Series continues with Chapter 7 – Submitting Press Releases. Our DIVE LOCAL series continues with *Taking Action to Solve Industry's Challenges*. And finally, our Shows & Events column brings you upcoming events to keep you actively involved in the industry. Enjoy the read and have a great summer dive season.

Gene Muchanski

Editor

The Dive Industry Professional

Dive Industry Association, Inc. is the Premier Trade Association in the Diving Industry, with Members Worldwide.



Industry Trade Publication

The Dive Industry Professional

EDITOR: Gene Muchanski

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Quick Links

www.diveindustry.net
www.diveindustry.org
www.divelocal.org

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DIVE STORES



Dive Industry Retail Association August 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
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



The Changing Role of Marketing

by Gene Muchanski, Editor
The Dive Industry Professional

Marketing is a profession. You can get an undergrad degree in Marketing from a college or university, although you don't necessarily need one to call yourself a Marketer. As a degreed Marketing Professional, I understand why a degree in marketing is not required in the public sector, as is required in the accounting and law professions. Marketing is a young profession, having only been around formally for about 40-50 years. Colleges and universities have always, and probably still are, wrestling with the definition and meaning of marketing. Community Colleges offer an associate degree in business administration (ABA). Junior colleges offer a bachelor's degree in business administration (BBA). The University of Connecticut offers a Bachelor of Science degree in Marketing and yet at Yale University it would fall under the Bachelor of Arts category. Is marketing a specialty, an art or a science? I guess it would depend on how you applied the skill set you were trained for.

My Bachelor of Science Degree in Marketing covered courses in marketing, management, accounting, finance, business law, economics, sales management, research, pricing, consumer behavior, computers, calculus, planning & strategy, promotion, and advertising. As you can see, most of the courses in my major were focused on the management of these disciplines. In order to get practical experience using some of the marketing tools we use in business, I had to take elective courses in literature, photography, and an independent study in consulting. Today it would be graphic arts, digital design, computer

programming, social media, app creation, website construction, and sales courses. There is a fine line between being a marketing professional and a marketing technician, in the diving industry today.

Becoming a degreed Marketing Professional can put you on a path to become a Marketing Director, Vice President of Marketing, or the Chief Marketing Officer (CMO) of a large company. The pay is outstanding, and it could be an excellent career for you. But it's a little different in the small business world. As a small business owner or someone who works in the diving industry, the universal business focus is on sales. The highest paid people in the diving industry are not the company directors or managers, but the sales reps who sometimes make more than their company General Manager. Sorry to disappoint you. That's just the way it is. So how does that affect the role of modern-day Marketing professionals?

My philosophy has always been that marketing paves the way for sales. Marketing professions are trained in product management, customer behavior, market composition, and communications. My job has always been to assist in the development of programs, products and services that potential customers need, want, can afford, and are ready to purchase. When our products are ready for launch, we communicate our offering to the target market. Historically, it is then up to the company sales representatives to make contact with the customer and close the sale. For that, they are well paid.

The COVID pandemic changed all that. Before the pandemic, Sales Reps spent time on the road making sales calls and attending trade and consumer dive shows to sell their products. The Sales Reps were the industry trade show warriors and face-to-face sales professionals. During the pandemic, many of the dive shows were cancelled and it was not safe to visit dealers on the road. Without sufficient face-to-face time with the buyers of dive equipment, training, travel, and lifestyle products, industry sales declined. Marketing professionals picked up the slack and explored virtual conferences and zoom calls, but nothing was able to take the place of face-to-face contact. We needed to improve or change our digital messaging and communications.

During the pandemic, marketing professionals did improve their digital communications and refined their call-to-action inclusions in their marketing

messages. We still paved the way for sales but took it one step further and asked for the sale in our marketing message. ***The change is growing sales by making marketing professionals responsible for the flow of products all the way from conception to consumption.*** In effect, the change has streamlined the sales process and given marketing professionals the opportunity to participate in sales commissions. The interesting point of all of this is that using modern marketing technology is making marketing professionals better at their job and it could also mean that sales representatives can become more effective at doing what they do by using digital technology to argument their face-to-face functions. The new outcome results in a more efficient sales process and an increase in the flow of goods and services through the channels of distribution.

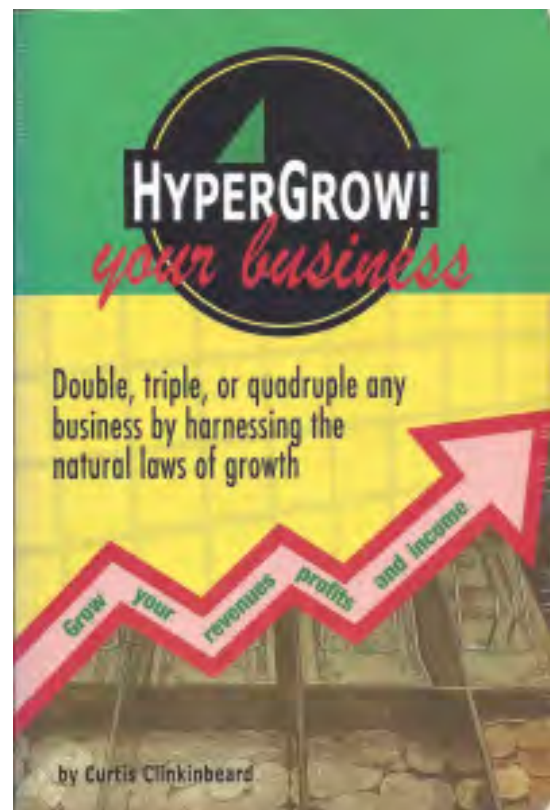
So, how does a marketing professional become the go-to-person at a business that specializes in diving? First of all, it does not matter whether the company is in the diving equipment, dive training, dive travel, or diving services business. The same concept applies to all. My first step would be to choose which sector you want to work in. Then you have to learn everything about the programs, products, and services the company produces and sells. That's called product management. Next is to determine what type of person or business would buy your products and then do the research to build your database of prospective clients. That's called Customer Management, which includes customer acquisition, customer retention, and customer database maintenance. If you have been in the business for any length of time, you should already have an extensive database of perspective clients and have an existing business relationship with many of them. The third part of your sales strategy is to find out how your clients want to be contacted and by what media sources they read, listen to, or follow. Creating a sales message with a persuasive call-to-action message is now the most important thing you do. As a marketing professional, you should already be familiar with how to create compelling sales messages, although you may have to learn more about graphic arts and text messaging. You may have to learn more about the use and placement of text, images, and graphs. As I said, there is a fine line between what you need to know as a marketing professional and what you need to do as a marketing technician.

Since dive shows are still on the decline and less

buyers are attending industry trade shows, sales and marketing professionals must improve their digital messaging and always include a call-to-action option within their message. We no longer have the luxury of asking the client to wait until they see us in person to make a purchasing decision. The important aspect of our job is to educate our clients about new products and services and then give them the option to make a purchasing decision immediately. We don't have to wait until the one trade show of the year to show off our new products and make a sale. Nor do we have to rely on an annual visit to our dealers to show products and ask for an order. Instead of waiting for up to 12 months to make a sale, we need to learn how to get in synch with our clients' buying cycle. ***The 21st Century Marketing Professional just added "Salesperson" to their list of qualifications. We can now close the sale we used to just pave the way for.***

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 7: Submit Press Releases

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

Press releases are an important part of a company's public relations strategy, which falls under the responsibility of the marketing department. A well-run marketing department will make a distinction between their marketing, advertising, and public relations strategies and they may even have different personnel assigned to each department or division. In the diving industry, however, most small businesses are lucky to have one marketing person who has to do everything. Without getting into the complexities of marketing, let's just look at the differences between advertising and public relations and then focus on the uses, creation, and submission of press releases.

Advertisements: An advertisement is a paid message that attempts to sell a specific product to a specific audience. Of course, the message could specify multiple products and the audience it is intended for may be large and diverse. It is called paid advertising because prior to the digital age, a business usually had to pay a company who owned the marketing ve-

hicle or medium that carried the message. Thanks to the digital age, we no longer are limited to paying for advertising on someone else's TV, Radio, Magazine, or Newspaper. Small businesses can create their own marketing vehicles to deliver their own sales messages. Besides having the cost of creating a marketing vehicle to carry our message and having to create the ad ourselves, the concept of advertising remains the same. We create a message that features something we sell, that is sent to a perspective (target) audience, which includes a call to action, that will prompt the audience to make a purchasing decision that leads to a sale. A successful advertisement will include something that gets the reader's attention, have a "hook" to get them interested enough to read the entire ad, present a problem for them that could be solved by your product, and have a call-to-action that prompts the reader to take the steps to make a purchasing decision. Hopefully, that decision is to buy your product.

Publicity: Publicity, also known as free publicity, is a way to get information out to the public, or to a specific audience using current target marketing tools and technologies. The message format that is widely used is the press release. The vehicles that are used to carry press releases include trade publications, popular websites, emails, blogs, social media networks, magazines, radio, and television. Press releases are written and published to inform or educate the public about something that is newsworthy about your company, your people, or your products. It's an excellent way to stay in the public eye without trying to sell something. Publicity is also used in branding campaigns.

Press Releases: Press releases that announce new employees always get good readership. Changes of company address, or anniversaries are also very popular. For a dive resort, informing your readers about a new dive boat or the addition of a new restaurant will spark interest in frequent dive travelers. I would even suggest that resort restaurants and bars send out press releases when they have new menu items or expanded hours of operations. Of course, if your company wins an award from a recognized industry association, sending out a press release should be your first priority.

Elements of a Press Release: Keep your press release short and sweet. Don't try to tell the whole story up front. Your job is to get the interest of the read-

SERIES ARTICLE

er, tell them enough about your release to want to know more, and include a call-to-action for them to take. We write press releases for our readers, but we format them for the media editors who will decide whether to publish them or not. Is this information for immediate release or is it a “save the date” type of request? If it is for immediate consumption, start your press release off with all caps, FOR IMMEDIATE RELEASE. Next is the contact person including their email and/or phone number. Next, and most importantly is a short, catchy subject title. Make it short and highlight it in **bold print**. Next will come the city and state (or country) of publication, followed by the press release itself. At the end of your short press release, it is customarily to include a short paragraph about the company that is that creator of the press release. This paragraph should contain a link to your company’s website.

Call to Action: Press releases are written and published to persuade people to take action to do something. The main text body should have a call-to-action in the form of a url link to a website or document, a phone number to call, or an email address to make contact with. Avoid using a general website url unless it is a specific url link to a prepared press release that tells the entire story.

Where to Place Your Press Release: Not all hosts are created equal. When we work with our members, I advise them to write their own press releases first. You can write them in Microsoft Word, Adobe Acrobat, or directly on your Blog Website. We do all three, depending on where it is intended to be posted. I would first recommend getting a free Word-Press Blog Website. This way, your press releases will have a home to call its own. Write your release in Microsoft Word. Add text and images and lay it out the way you like. Copy and paste it to a new post in WordPress. Edit as necessary and publish. The main advantage is that WordPress assigns a unique URL link to that press release. Whenever you send your press release to a media source, include the URL in the body of the message and all the traffic from that press release will go to your website. Not to someone else’s website that has ads from your competition on it. Dive Industry Association has been teaching our members how to write press releases that are easy to re-publish and generate traffic that goes to you, not to your press release service company. Our members receive 24 free press releases included with their

annual membership. That’s a \$4,800 value for just \$125 a year. The best part about it is that their press releases are linked to their website, not ours.

Another type of press release is one that you pay for and your “read more” link sends readers to the press release company’s website, where your press release resides. The problem is that on their website has a bunch of advertisements from other companies, maybe even from your competitors! So, you are paying for an ad that creates content and on-line traffic for a company that sells advertising based on the amount of traffic their website gets! That doesn’t make sense.

The third type of press release is one that is published by a third-party media company. Many media companies only do this service for their regular advertisers. That makes sense. Some will publish your press release because they want the content, or they will host your release on their website to increase their traffic so they could sell advertising. Either way, there are many media companies, both digital and in print, that offer good opportunities for your press releases. It may be worth investigating your available options.

Our best recommendation is to belong to a Trade Association that promotes its members every chance they get. As a responsible Trade Association in the Global Diving Business Network, our mission is to bring buyers and sellers of diving equipment, training, travel, and lifestyle products together. Our focus is to create opportunities and programs that help our members become more professional, productive and profitable. Creating and publishing press releases is just one of the ways we help our members gain and keep their competitive edge in the marketplace. Isn’t that the type of business partner you are looking for in this competitive market?

For more information on the power of submitting press releases 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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DIVE LOCAL



DIVE LOCAL

A Dive Industry Community Effort Problem Solving in the Diving Industry

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

CHAPTER 11 – Taking Action

Taking action to solve problems might seem like the toughest thing to do, but quite honestly, it can be the most rewarding experience one can imagine. Now that we have identified a problem, considered more appropriate outcomes, identified possible solutions, and chosen the best course of action to follow, starting to work on the problem is the next logical thing to do. It's not that working on a problem is daunting, it's taking that first step which is the hardest thing to do. Maybe it's because you never worked on that particular problem before or maybe it's just fear of the unknown. Whatever it is will be forgotten the minute you roll up your sleeves and start.

Taking action requires you to plan out your strategy before you begin, just like you had to plan out your strategy to get to this point. Maybe that's why so many industry problems go unresolved after problem solving sessions and regional summit meetings. Maybe the group doesn't realize how much time, money, or manpower it is going to take to solve the problem at hand. Unless you assign responsibility for the project, maybe the members will think that someone else is going to do all the work. The biggest roadblock to solving industry problems that I have seen in the past is that people without a vested interest in a changed outcome will usually do nothing to make it happen. They will complain about it of course, but if they have

nothing to gain or lose in the problem correction, they will just sit on the sidelines and wait for the next industry bitch session to voice their opinion, worthless as it may be.

Once a group has decided to take action on an industry problem, it behooves them to set up a committee of volunteers to work on the project. Everyone with a desire to work on the project should be allowed to use their time and talents as needed by the group. One person and maybe one alternate should be assigned as the group leader, to organize the project and keep it on schedule. As with any project, there should be a start date and an estimated completion date. There should be regular milestone points that signify work completion or success levels. If the project appears to be showing no or low signs of success or progress, there should be someone that notices it and reconvenes additional meetings or communications. The biggest thing about a project is that the group needs to keep their eye on the ball and not let things fall through the cracks. I always say that the things you pay attention to will grow.

Solving industry problems on a regional level brings dive communities together. It gives their Regional Diving Community purpose and a reason to meet and work together. If dive industry professionals and certified divers can work together to solve problems, challenges, and roadblocks to having a successfully active local diving community, could you imagine the possibilities to what this community can accomplish? First of all, it would unite the local diving community because different groups could work on different problems throughout the year and come together on an annual or semi-annual basis to review their progress. As we will take about in the final chapter of this series, working on regional industry problems can lead to working on future activities that help the regional diving community to grow and prosper.

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



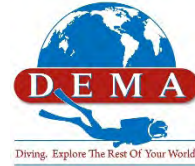
September 7-9, 2023: Surf Expo. 46th Annual Industry Trade Show. Orange County Convention Center – West Concourse, 9800 International Drive, Orlando, FL 32819. Contact Rod Tomlinson. Toll Free Phone: 800-947-7873. Phone: 678-781-7900. email: rod.tomlinson@surfexpo.com Direct: 678-781-7914. Web: www.surfexpo.com



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

0061 – Travel Resource Solutions, Inc. – Travel, Reservations – www.trsres.com

0283 – Buddy Dive Resort – Travel, Dive Resort – www.BuddyDive.com

0321 – Splash Dive Center Belize – Dive Operator – www.SplashBelize.com

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

0374 – XINSURANCE – Service Provider – www.xinsurance.com

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

0393 – Bilikiki Cruises Limited – Travel, Liveaboard – www.bilikiki.com

0394 – SeaCure Custom Mouthpiece – Manufacturer – www.SeaCureMouthpiece.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

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* 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



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