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Show  
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**diveIndustry**  
ASSOCIATION

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

## **The Dive Industry Professional**

**November / December 2003**

### **Editorial**

**By Gene Muchanski**

The Dema Show is over and our industry professionals have all headed home. Some are busy making plans for next year while others are getting ready to settle down for the Holidays. Settling down for the holidays may be personally rewarding, but can be your most costly mistake of the year. Some view the Dema Show as the last big event of the year, and may be getting ready for Thanksgiving with the family, followed by Hanukkah, Christmas and New Year's. Next thing you know it's Spring and they haven't accomplished anything in 5 months! Celebrate the Holidays and have fun with your family, but don't lose the momentum you gained by going to the Dema Show. The Dema Show is the **FIRST** big event of the year. The diving year that is. It's the annual trade event for Buyers and Sellers. Manufacturers introduce their new merchandise and blow out their last year's models. Retailers go to find out what's new to stock their shelves with merchandise for Christmas. Travel companies book their calendar for the new year. Make the most of your post Dema Show months. Follow-through is critical. Start your new season the day after the Dema Show and continue through the Holidays and into the New Year.

In our **Business Management** section, we continue with our Business Planning Series. In this article we discuss Ownership and Management, the foundation of a well-run business. As simple as it sounds, ownership and management are two different commitments to a business, even if they are performed by one person. Ownership is all about investing capital for some type of return. People with resources are always looking for ways to make their resources work for them. The more your money works for you, the less you have to work for your money! Business owners learn to leverage their time, money and manpower. Owners learn to do the right things. The goal is to make more while doing less, thereby increasing your quality of life. Managers, on the other hand, work for their money. They are accountable to the business owners for the company's return on investment. Good Managers learn to do things right. Are you an owner or a manager? Which one would you rather be? Do you have a plan to transition from being a good manager to being a wise owner & investor? Read more on page 2.

In our **Company Profile** section, we feature *SGMA's Super Show*. The Diving Industry is a very small part of the Sporting Goods Industry. Although we need to continue to support our own Annual Trade Show, we need to set our sights on the Watersports Industry and the Sporting Goods Industry to grow our businesses, increase our customer base, and to develop a broader perspective of our businesses.

Our web site continues to be updated and improved. See our complete Industry Trade Directory and a complete listing of next year's Shows and Events at [www.diveindustry.org](http://www.diveindustry.org) On behalf of our 113 Members and Staff, we want to wish you a very Happy Holiday Season and a wonderful new diving year.

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# Business Management Business Planning Series – Part 7

## “Ownership & Management”

By Gene Muchanski

From a foundational perspective, “who” owns the company is the most important aspect of a business. Who manages it is second. This is the legal basis of describing who is responsible for the actions of the company, how it is funded, how it distributes its assets and who gets to benefit from its success. Ownership & Management is the corner stone of your business foundation. Build a solid foundation at the beginning of your business’ life and you will save a considerable amount of time, money and manpower later on. Not to mention headaches!

There are types of people who start a business. One type of person wants to be their own boss and do what they love to do for a living. This is whom Michael Gerber talks about in his book, The E Myth. Many divers become Instructors because they love to dive and travel. Some love it so much they open their own retail dive center. Unfortunately, many new Retailers soon realize that they have little time for diving and travel because they are spending all their time on the business. Gerber says these people don’t own a business, they own a job! I couldn’t agree more. You see people from this group trying to raise money so they could buy a job. What they don’t realize is that investors don’t put *their* money at risk because *you* want a job. They invest in businesses that will either give them a handsome return on their investment or will become a successful business that can be sold at a profit. Banks know that 50% of all small businesses go out of business in the first year and 90% of all small businesses go out of business in the first 5 years. That’s why banks require you to put your house and land up as collateral before they give you a loan. Banks loan money to people who know how to put money to work. They don’t loan money to people who need money. If you love to do a specific thing and have the necessary trade skill, go to work for someone who has an established, successful business. For those of you who have business skills and a passion for business, read on.

To be successful in business, you have to treat your venture as a business. First, realize that you are putting up your money to have an ownership in something that will give you a better return than what you are currently getting with your money. Second, set up your organization that will protect your investment and give you legal and financial benefits from its operation and success (and sometimes failure). And remember, the more you have to lose, the more you need to control the business.

**Business Structure and Ownership:** Sole proprietorships own their own business. And some times the other way around! Their personal assets are connected to their business assets. The cost of starting a sole proprietorship is the least expensive type of business to start, but the downside is that your liability exposure is extremely high and your tax burden may be too. Partnerships are like two or more sole proprietorships rolled into one company. With two partners you have half the ownership and twice the liability. You may have more advantages with regard to liability by forming a corporation. Your tax liability is often less also. The best thing you can do is to seek advice from a business Attorney and an Accountant before you start your business. They say that if you can’t afford an Accountant and an Attorney, you can’t afford to go into business. Another good piece of advice is to take your role in your company seriously. When you first start out, you may be responsible for many, if not all, of the activities of your business. Although you have many roles to play, it doesn’t mean you should not plan for the future. Start off by making an organizational chart of the different functions of your business. Yes, even if you do everything! You may be on the Board of Directors, President of the Board even. You could also be the company President, the head employee, the junior employee, the Instructor, and the janitor! Make out your organizational chart anyway. Know what each *position* does. Put a name on

that position. As your company grows, you can hire people to fill in the *positions* you no longer want to occupy. Learn to delegate but never loose control.

**Board of Directors:** Corporations have a Board of Directors, which is the governing body of the corporation. The number of Directors required depends on the State you do business in. Directors set policy and hire a management team to carry it out. They usually watch over the company to protect their investment in it. Boards members work well together when they have a vested interest in the company and have the professional business skills necessary to make the company more successful. Board members need not be involved in the day-to-day operation of the company.

**Management Team:** Your Management Team takes direction from the Board of Directors and gets things done. They are the people in charge of the day-to-day operations of your company. Managers do things right. They know what to do and who to listen to. Groom your Management Team from the very beginning of your company. A member of your management team should always be present at your business since they have something to gain if things go well and something to lose if they don't.

**Personnel:** Finding good employees in the diving business is not as difficult as some say. There are numerous qualified individuals in the industry that would make good employees. You first have to know what you want in an employee and then look for a good match. Most dive stores are run by a single individual. Some of our manufacturing and travel companies are not much bigger! Before turning your store keys over to a new hire, think about how you could make that person a future member of your Management Team. Potential personal gain goes hand in hand with responsibility.

**Professional Support Resources:** Having to get everything done while being restricted by limited time, money and manpower is a way of life for the small businessperson. There are tasks you will need to perform and positions you will need to fill, even if you lack the skill. The old way of doing business was to learn to do everything yourself. Unfortunately, this method took too much time and the outcome was never as good as hiring someone to do it. In this day and age, you just can't be the store manager, bookkeeper, accountant, attorney, sales manager, marketing manager, instructor, repair technician, divemaster, travel guide and janitor. This goes for small manufacturers too. Don't think you can do everything. There just aren't enough hours in the week. And you want a personal life too, don't you?

**Advisory Board:** In his book, Rich Dad, Poor Dad, Robert Kiyosaki says, "Intelligent people are those who work with or hire a person who is more intelligent than they are. When you need advice, make sure you choose your advisor wisely." Advisors can be people that have something to gain if your business does well. They may be people in your industry who have experience with your type of business. Sales Reps can be good advisors. They deal with businesses like yours every day. Some of your Customers who work in professional fields outside of the diving industry like law, accounting, marketing and finance may agree to be on your Board of Advisors. Small business consultants working for your local SBDC's make great advisors. Some local SBDC's offer 12 hours of free consultation per year.

**Management Philosophy:** There are many different management styles and philosophies. Some tend to be more formal than others. Determine which style and philosophy is right for you. Whatever style you prefer, make sure it is communicated to everyone connected with your business. A written organizational chart with lines of authority and responsibility is the quickest and clearest way to communicate how your company conducts business and why. Develop your guidelines now.

Editor's note: Gene Muchanski is President of the Dive Industry Association, Inc. and a Marketing Consultant for Muchanski & Associates. Gene can be reached at [gene@diveindustry.org](mailto:gene@diveindustry.org) or at 281-554-2025.

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# Company Profile

## The Super Show

Owned by SGMA International



SGMA International, owner of The Super Show, is the global business trade association of manufacturers, marketers and retailers in the sports products industry. SGMA International fosters industry growth and advances member's interests through market research, communications, public policy, sports promotion and international business development programs. More information about SGMA International can be found at <http://www.SGMA.com> World of Sports Innovation and The Super Show are managed and produced by Communications & Show Management, a full-service event and marketing company based in North Miami, Florida. The Super Show is a Member of the Dive Industry Association.

The Super Show is the number one associated-owned show and sports product venue in the world. It has grown to be a combination of smaller sporting goods shows, all under one roof. The concept of one gigantic sporting goods show has been evolving since March 20, 1906, when six equipment manufacturers met at New York City's Wellington Hotel to found the Sporting Goods Manufacturers Association (SGMA). Their simple goal was, "To create better feeling and good fellowship among manufacturers." But it wasn't until the 1950's when the SGMA's executives began to organize an annual sporting goods trade fair. Their first Sporting Goods Fair was held in New York City on January 6-10, 1957. The New York Show ran on 33 occasions and ended in October 1988.

In February 1986, The Super Show, which combined various smaller shows, debuted in Atlanta, GA. According to *SGMA Inside: Association Overview*, "The Super Show brings the international world of sport together to network, show, see and sell product, and serves as a forum for expanding the business of sport. New sports and trends drive new technology and materials, as well as new product opportunities for consumer use and enjoyment. The show is more than a showcase of sports merchandise; it is a marketing extravaganza. Member-owned, it also raises funds that SGMA recycles back into the industry in support of SGMA Signature Programs designed to increase participation, market awareness and influence public policy." In January 2001, The Super Show moved to Las Vegas, NV and in January 2004, moved to its current home in Orlando, Florida.

If you have never been to The Super Show I suggest you mark it on your calendar as a **must see** trade show. At the 2003 Show there were 3,180 exhibitors and 81,734 attendees, 62,622 of which were classified as "Qualified Buyers." There were 980 Press companies covering the event! The show is divided into nine different categories plus the "World of Sports Innovation." Many of the Sporting Goods Dealers schedule their time wisely during this 3-day show, to maximize their trade show experience. Watersports Retailers are finding new vendors in the newly designed "Marine & Water Sports" section, competing for the ever-expanding watersports market dollars.

For more information about The Super Show, contact Joanne E. Grimshaw, 1450 NE 123 Street, North Miami, FL 33161-6051. Phone: 305-893-8771, Ext. 148. Toll Free Phone: 800-327-3736. Fax: 305-893-8783. Email: [Joanne@csmipi.com](mailto:Joanne@csmipi.com) or visit their website at <http://www.thesupershow.com>

Editor's note: In the past few months it's been my pleasure to work with a number of people from SGMA, The Super Show and Communications & Show Management, Inc. I am impressed with the way they treat their Members, exhibitors, and customers. It is no wonder they are so successful in dealing with the marketing image and growth of the Sporting Goods Industry. We are delighted to have such professional people as our strategic partners in helping us grow the diving industry. The Dive Industry Association is proud to call *The Super Show* a Member (# 104) in good standing.

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## Dive Industry Association gives away over \$4,800 worth of equipment



At this year's Dema Show, the Dive Industry Association gave away over \$4,800.00 worth of equipment and prizes to Dive Retailers across the country. Twenty-four (24) DIA Members who exhibited at the show pooled their resources to make this giveaway possible. Two postcards, with 12 participants on each card, were designed by Bonnie Toth Advertising & Design. DIA mailed them to over 1,700 U.S. Dive Retailers. To qualify to win one of the prizes, Retailers had to bring their cards to the show and visit each participating exhibitor to get their cards validated. The purpose of the co-op promotion was to get more qualified Retail buyers to our Member exhibitors' booths. It was a win-win promotion for both exhibitors and retailers. We would like

to thank the 24 Member-exhibitors for participating in this program and the dive retailers for making this program successful.

Connie Josey, of Aquasports Scuba, Inc, won the Grand Prize, a \$519 Scrambler XT Dive Kayak by Ocean Kayak. DIA gave away embroidered mask bags to all of the Retailers who did not win one of the advertised prizes. This way, every Retailer who participated, won something for their efforts. This year's participants and winners are posted on <http://www.diveindustry.org/promotions.htm> by our web designer and host, United Web Services. Our 3<sup>rd</sup> annual co-op promotion is currently in progress for the 2004 Dema Show in Houston, Texas. Call us for details.

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## Gene Muchanski to run for Dema Board of Directors

As Founder and President of the Dive Industry Association I am dedicated to making the dive industry a better place to work. We are truly in the most exciting and enjoyable recreation on the planet.

Consumer polls consistently tell us that 70-80% of the people in the United States have always wanted to try snorkeling and scuba diving. So how come we are the best kept secret in the country? We can do more as an industry if we 1) Unite to a common purpose. We are all in the same boat. Could you imagine if we all paddled in the same direction? We could increase the size of this industry many times. 2) Improve our way of doing business to become more consumer centric. We need to become more professional in the way we deal with new customers. Diving is attractive and our industry has a great consumer acceptance. We need to clean our house and present as professional an image as possible. By networking with other industry professionals, we can conduct business and retail seminars to give us the competitive edge over other marine & outdoor recreational activities. 3) Develop a message that we can take to the masses, to encourage them to take up snorkeling and scuba diving. By pooling our resources and making business and media contacts, we can as an industry, develop a marketing campaign to promote snorkeling and scuba diving. 4) Develop a Business Plan and a Marketing Plan to spell out our goals and objectives. Not having a plan is a plan to fail. We can produce these plans in house and use them as working documents to chart our course and change this industry forever.

The key to a successful organization is the people who participate in it. This election is not about the candidates, it's about the Members. I want to represent the concerns of the Dema Membership and work on programs that will increase business opportunities for all of us. There is an incredible amount of talent in our industry. I will work to improve communications with the Members of Dema. There's much to gain when members network with each other. The individual members benefit as well as the entire industry. There are segments of the Dema membership that need to be recognized for their contributions to the industry. The Manufacturing Sales Reps and the Dive Retailers are the front lines

link between the manufacturers and the consumers. We need to increase the marketing exposure of the Retail sector to bring them more business.

I ask for your vote in the election on December 15, 2003 and for the privilege of being your representative on the Dema BOD. For additional information, please visit my BIO statement on [www.diveindustry.org/bio](http://www.diveindustry.org/bio) For more information about my qualifications, please go to [www.diveindustry.org/muchanski](http://www.diveindustry.org/muchanski) Thank you for your consideration.

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“If you don’t set goals for yourself, you are doomed to work to achieve the goals of someone else.”  
Brian Tracy

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## Dive Industry Association to exhibit at The Super Show



On January 12-14<sup>th</sup>, 2004 we will exhibit at The Super Show in Orlando, FL. We have a booth to promote the entire diving industry to the 63,000 qualified water sports and sporting goods buyers. DIA will give copies of our Trade Directory to interested sporting goods buyers. **See us at booth 21236 N**

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## Welcome New Members

#105	Harold Buchanan, Huntington Beach, CA	Professional Educator
#106	Torgny & Company, Thousand Oaks, CA	Manufacturer
#107	Retailware, Inc, Mercer, WI	Service Provider, POS
#108	J. Boozer and Company, The Woodlands, TX	Service Provider, Consultant
#109	Sport Divers of Houston, Webster, TX	Retail Dive Store
#110	Theodore L. Plucinski, Moreno Valley, CA	Industry Professional
#111	Harper Sales Group, Lake Bluff, IL	Sales Representative
#112	Pressed Steel Tank Co., Inc., Milwaukee, WI	Manufacturer
#113	Otter Products LLC, Ft. Collins, CO	Manufacturer

## Charter Member Renewals

#10	Bruce Longman, Cape Coral, FL	Sales Representative
#11	Tank Trap by Minuteman LLC, Orangevale, CA	Manufacturer
#12	Pabco, Inc., Florence, SC	Manufacturer
#13	RipTide Dive Group, Westminster, CO	Sales Organization
#14	Scuba Optics, Inc., Rock Falls, IL	Manufacturer
#39	Grant W. Graves, Malibu, CA	Professional Educator
#47	Neosport / Henderson Aquatics, Millville, NJ	Manufacturer
#48	Tektite Industries, Inc, Trenton, NJ	Manufacturer
#50	Cliff Simoneau, Wolfeboro, NH	Sales Representative
#53	Sea Dreams, Corona del Mar, Ca	Manufacturer
#56	Hydro Optix LLC, Culver City, CA	Manufacturer
#58	ASK Scuba & Snorkeling Center, Dublin, OH	Retail Dive Store
#60	DiveNewsWire, Laguna Woods, CA	Service Provider, PR

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## Shows & Events News

For a complete 2-year listing of all shows, go to <http://www.diveindustry.org/shows.htm>



**January 12-14, 2004: *The Super Show / World of Sports Innovation.*** Orange County Convention Center, North/South Complex, Orlando, FL. Contact Joanne Grimshaw, Exhibit Director, 1450 NE 123 Street, N. Miami, FL 33161-6051. Phone: 305-893-8771, Ext 148 Toll Free: 800-327-3736 Ext 148 Fax: 305-893-8783 eMail: [joanne@csmipi.com](mailto:joanne@csmipi.com) Web: [www.thesupershow.com](http://www.thesupershow.com)  
**Visit Dive Industry Association at Booth 21236 N.**

**February 17-19: *Underwater Intervention.*** Ernest N. Morial Convention Center, New Orleans, LA. Underwater Intervention is the combined annual conference of the Association of Diving Contractors International and the ROV Committee of the Marine Technology Society. Visit them at [www.UnderwaterIntervention.com](http://www.UnderwaterIntervention.com)

**February 18-20: *IATOS World Congress on Adventure & Eco Tourism (14<sup>th</sup> Annual).*** Trade Only. Navy Pier Convention Center, Chicago, IL. Contact MSE Management, Inc., 50 Holly Hill Lane, Greenwich, CT 06830. Phone: 203-622-7509. Toll Free Phone: 877-604-2867. Fax: 203-622-6333. Email: [iatos@msegmt.com](mailto:iatos@msegmt.com) or visit [www.AdventureTravelShow.com](http://www.AdventureTravelShow.com).

**February 20-22: *The Outside Travel Expo.*** Open to Trade and Public. Navy Pier Convention Center, Chicago, IL. Contact MSE Management, Inc., 50 Holly Hill Lane, Greenwich, CT 06830. Phone: 203-622-7509. Toll Free Phone: 877-604-2867. Fax: 203-622-6333. Email: [iatos@msegmt.com](mailto:iatos@msegmt.com) or visit [www.AdventureTravelShow.com](http://www.AdventureTravelShow.com).

**February 21: *Boston Scuba Show* (55th Edition).** Holiday Inn and Resort, Marlboro, MA. 10:00 a.m. to 4:00 p.m. Featured Speaker is Spencer Slate. Tickets are \$10 and available at the door or from Cecile Christensen, Apple Ridge 2-6, Maynard, MA 01754. For more information contact Cecile at 978-897-0877.

**February 21-22: *Seas Scuba Expo.*** McKimmon Center, North Carolina State University, Raleigh, North Carolina. Produced by the co-operating dive retailers in the Research Triangle area and the North Carolina Association of Dive Operators. General Information: P O Box 472, Willow Spring, NC 27592. Phone: 919-577-6366. Fax: 919-577-0222. Email: [seas-info@seas-expo.com](mailto:seas-info@seas-expo.com) Web site: [www.seas-expo.com](http://www.seas-expo.com) For exhibitor information contact Carri Owens-St.Germain, Phone: 919-244-1917 Email: [exhibitchair@seas-expo.com](mailto:exhibitchair@seas-expo.com) **Visit Dive Industry Association at Booth 43.**

**March 5-7: *The Boston Sea Rovers 50<sup>th</sup> annual Underwater Clinic.*** Fairmont Copley Plaza Hotel, St. James Ave, Boston, MA. Contact Bill Loring, P O Box 935, Bedford, MA 01730-0935 or Call 617-424-9899 or visit [www.bostonsearovers.com](http://www.bostonsearovers.com)

**March 19-21: *Ohio ScubaFest 2004 and 45<sup>th</sup> Annual OCSSDI Banquet Ball.*** Columbus, OH. Hosted jointly by several dive clubs in the Greater Columbus area and the Ohio Council of Skin and Scuba Divers. Weekend of Fun, Social gathering, Underwater Photography & Video Competition, Exhibits, Presentations, and Saturday night Banquet with Keynote speaker. For complete information, visit their web site [www.scubafest.org](http://www.scubafest.org) For exhibitor information, contact Carol Kender at [carol@askscubacenter.com](mailto:carol@askscubacenter.com) **Visit Dive Industry Association at Ohio ScubaFest.**

**March 26-28: *Beneath The Sea.*** 28<sup>th</sup> Annual Undersea Dive & Travel Exposition. New Jersey Meadowlands Expo Center, Secaucus, NJ. Contact Armand Zigahn, 495 New Rochelle Road, Suite 2A,

Bronxville, NY 10708. Toll Free Phone: 800-536-3976. Phone: 914-664-4310. Fax: 914-664-4315. email: [info@beneaththesea.org](mailto:info@beneaththesea.org) or visit [www.beneaththesea.org](http://www.beneaththesea.org) **Visit Dive Industry Association at booth 439.**

**April 23-25: *Our World Underwater XXXIV*.** Donald E. Stephens Convention Center, Rosemont, IL. 34<sup>th</sup> Annual Consumer dive and travel exposition. Contact Dave Wetherald at: Toll Free Phone: 800-778-3483; Phone: 708-226-1614; Fax: 708-403-5447; email: [Dave@ourworldunderwater.com](mailto:Dave@ourworldunderwater.com) or visit [www.ourworldunderwater.com](http://www.ourworldunderwater.com) **Visit Dive Industry Association at Our World-Underwater.**

**May 14-16: *Ocean-Festival Dive & Adventure Sports Expo*.** Fort Lauderdale, FL. Contact Beth Watson-Jones at 2101 S. Andrews Ave, Suite 201, Fort Lauderdale, FL 33316. Toll Free Phone: 800-327-8150. Phone: 954-462-3400. Fax 954-462-4100. email: [info@oceanfest.com](mailto:info@oceanfest.com) or [neal@nealwatson.com](mailto:neal@nealwatson.com) Visit their web site [www.oceanfest.com](http://www.oceanfest.com)

**May 22-23: *Scuba Show*.** 17<sup>th</sup> Annual Consumer Scuba Show. Long Beach Convention Center, Long Beach, CA. Contact Dale Sheckler at Saint Brendan Corp, Box 11231, Torrance, CA 90510. Phone: 310-792-2333. Fax: 310-792-2336. email: [mail@saintbrendan.com](mailto:mail@saintbrendan.com) or visit [www.saintbrendan.com](http://www.saintbrendan.com)

**June 5-6: *Sea Space*.** The Adventure Sports and Travel Expo (Consumer). Reliant Center, Houston, TX, Contact Gene & Sara Baugher, SEASPACE Exhibits Chairmen, 4426 Smooth Oak, Houston, TX 77053. Phone/Fax 713-433-4761, email: [sage4ss@aol.com](mailto:sage4ss@aol.com) On-line: [www.seaspace.org](http://www.seaspace.org) **Visit Dive Industry Association at Sea Space.**

**July 15-18: *International Surf Dive Action Show. 2<sup>nd</sup> Annual*.** Combined Trade / Consumer show. Sydney Entertainment Centre, Sydney, Australia. Contact Mick Turner, Phone/Fax: (61) 2 93006865. Email [info@surfdiveaction.com](mailto:info@surfdiveaction.com). Web: [www.surfdiveaction.com](http://www.surfdiveaction.com)

**October 13-16: *The Dema Show*.** Industry Trade Show. George R. Brown Convention Center, Houston, TX. For exhibiting space contact Christine von Steiger. Phone: 800-687-7469, email: [cvonsteiger@ntpshow.com](mailto:cvonsteiger@ntpshow.com) or visit their web site at [www.demashow.com](http://www.demashow.com) For attendee information, contact Mindy Hoff, [mhoff@ntpshow.com](mailto:mhoff@ntpshow.com) **Visit Dive Industry Association at Booth 1064.**

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## Classifieds & Human Resources

**Sales Reps Wanted:** Chammyz: The number one selling “after dive” clothing is looking for Sales Reps in the Dive and Outdoors Industries. Must have existing lines and established clientele. Most territories available. Chammyz provides leads and existing accounts. Contact Jody Munro via Phone 760-744-9252, Fax 760-744-9253 or email at [jody@chammyz.com](mailto:jody@chammyz.com) For more information on Chammyz, go to their web site at [www.chammyz.com](http://www.chammyz.com)

**Sales Reps Wanted:** Watermark Scuba Inc. is looking for dedicated Sales Reps for the Southwest US, the South-central US, and for Florida to promote the SEASOFT brand. Call and talk to Bruce Justinen at (800) 939-5510 for details. Email Bruce at [seasoftware@aol.com](mailto:seasoftware@aol.com) or visit their web site at [www.watermark1.com](http://www.watermark1.com)

**Sales Reps Wanted:** Women’s designer wetsuit manufacturer seeks Sales Reps for US and International territories. Please call Sea Dreams at 949-338-0748 for further information or visit their web site at [www.seadreamswetsuits.com](http://www.seadreamswetsuits.com)

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

## Industry Trade Directory

### Associations

Dive Industry Association, Inc.	League City, TX	281-554-2025
Diving Equipment & Marketing Assoc.	San Diego, CA	858-616-6408
Our World UW Scholarship Society	Chicago, IL	630-986-6990
Women Divers Hall of Fame, Inc.	Flemington, NJ	908-788-9974
Women's Scuba Association	New Smyrna Beach, FL	386-426-5757

### Distributors

Marine Camera Distributors	San Diego, CA	858-481-0604
Nordic Blue	Huntington, NY	631-547-5984
Silent Diving Systems LLC	Wolfeboro, NH	603-569-3467

### Industry Professionals

Theodore L. Plucinski	Moreno Valley, CA	909-247-1043
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### Manufacturers (OEM)

Custom Buoyancy, Inc.	Torrance, CA	310-328-1077
Yamamoto USA	Austin, TX	512-796-8607

### Manufacturers (Wholesale)

Amer-Sea Scuba	Ocala, FL	800-269-9833
Amphibious Outfitters	Gasport, NY	716-772-5445
Atlantic Sports Intl, Inc.	Alstead, NH	800-987-2822
Baker Fullbody Products	Poulsbo, WA	360-779-7273
Beuchat	Richardson, TX	800-856-3483
Buddyboats	Santa Rosa, CA	707-575-1625
Bushnell Performance Products	Lafayette, CO	720-890-4858
Cetacea Corporation	Foster City, CA	800-223-2833
Chammyz	Encinitas, CA	888-324-2669
Cochran Undersea Technology	Richardson, TX	800-856-3483
Decal Shop	Jacksonville, FL	800-634-1889
Desco Corporation	Milwaukee, WI	414-272-2371
Detectorpro	Pleasant Valley, NY	845-635-3488
Dive Patches International	Ocala, FL	352-401-3483
Dive Shades	Palatine, IL	847-498-9977
Divegear, Inc.	Newport Beach, CA	949-644-4930
Doc's Proplugs	Santa Cruz, CA	831-425-3956
Eagle Ray Sportswear	Saint Augustine, FL	904-823-8647
Gates Underwater Products	San Diego, CA	800-875-1052
Hammerhead Industries, Inc.	Ventura, CA	805-658-9922
Hydro Optix, LLC	Culver City, CA	877-943-3393

Ideations Design, Inc.	Seattle, WA	800-275-4332
Neosport / Henderson Aquatics	Millville, NJ	800-927-2840
New World Publications, Inc.	Jacksonville, FL	904-737-6558
Ocean Kayak	Ferndale, WA	800-852-9257
Otter Products LLC	Ft. Collins, CO	888-695-8820
Pabco, Inc.	Florence, SC	843-665-5613
Peter Stone Co.	Selbyville, DE	302-436-0200
Pressed Steel Tank Co., Inc.	Milwaukee, WI	800-811-4530
Scuba Optics, Inc.	Rock Falls, IL	815-625-7272
Sea Dreams	Corona del Mar, CA	949-338-0748
Survival Optics Sunglasses	Gulf Breeze, FL	850-932-2242
Susan Martin, Inc / ScubaDoRag	Charlotte, NC	704-372-5170
Tank Trap by Minuteman LLC	Orangevale, CA	800-511-4579
Tektite Industries, Inc.	Trenton, NJ	800-540-2813
The Drysuit Hanger Co.	Palmyra, PA	717-838-2478
Torgny & Company	Thousand Oaks, CA	805-494-3500
Transnational Service & Operations	Huntington, NY	631-547-5984
Undersea Designs, Inc.	League City, TX	281-554-8050
Watermark Scuba, Inc.	Auburn, WA	253-939-5510
Watson Manufacturing, Inc	Defuniak Springs, FL	850-892-6466

## Media

DiveNewswire	Laguna Woods, CA	949-494-9564
Florida Scuba News	Jacksonville, FL	904-783-1610
Northwest Dive News	Oak Harbor, WA	360-240-1874
Southwest Diver	Phoenix, AZ	602-955-9660

## Professional Educators

Harold Buchanan	Huntington Beach, CA	714-328-7119
Grant W. Graves	Malibu, CA	310-454-1246
Lorraine Sadler	Avalon, CA	310-510-2670

## Retailers

Anthony Wiley's Scuba Locker	Riverside, CA	800-360-3483
Divers Discount.com	Rancho Margarita, CA	800-347-2822
Seatasea Scuba & Windsurfing	Hiawatha, IA	319-743-7922
DJ's Scuba Locker	Lyons, IL	708-442-4388
Loves Park Scuba	Loves Park, IL	800-541-1062
Scuba Emporium	Orland Park, IL	708-226-1614
Southern Indiana Scuba	Bloomington, IN	812-336-2527
Discovery Diving Co., Inc.	Beaufort, NC	252-728-2265
Capt. Mike's Diving Service	Island City, NY	718-885-1588
Kings County Divers Corp	Brooklyn, NY	718-648-4232
ASK Scuba & Snorkeling Center	Dublin, OH	614-889-2822
Sport Divers of Houston	Webster, TX	281-338-1611

## Sales Organization

RipTide Dive Group	Westminster, CO	303-635-8181
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## **Sales Representatives**

Budd Armus	Marlton, NJ	856-810-9221
Stan Armus	Jupiter, FL	561-625-1959
Bruce Bearfeld	Los Angeles, CA	323-254-4025
Ron Carlo	Garland, TX	214-763-2967
Mitch Garvey	Vicksburg, MI	616-649-2913
Bo Harper	Lake Bluff, IL	847-295-3191
Renny Koseff	Sweetwater, NJ	609-561-8751
Bruce Longman	Cape Coral, FL	239-542-3641
Ron Muller	St Petersburg, FL	727-343-8115
Jens Rubschlager	Newhall, CA	661-254-6009
Cliff Simoneau	Wolfboro, NH	603-569-6595
John Staiger	Garland, TX	469-366-3017

## **Service Providers**

Dan Auber Photography	Carlsbad, CA	760-730-1490
J. Boozer and Company (Consultants)	The Woodlands, TX	800-587-2001
Muchanski & Associates (Consultants)	League City, TX	281-554-2025
Palecek & Skaja (Attorney)	Escondido, CA	760-747-1985
Retailware, Inc.	Mercer, WI	715-476-0400
Stock Up Image Source	Oak Park, IL	708-660-0615
Tanks-A-Lot Diving	Garland, TX	214-458-3486
United Web Services	Carlsbad, CA	760-730-1490

## **Trade Show Organizations**

Beneath The Sea	Secaucus, NJ	914-664-4310
International Dive Expo Australia	Sydney, Australia	61-2-9300-6865
Our World-Underwater	Tinley Park, IL	800-778-3483
Sea Space	Houston, TX	713-433-4761
Seas Scuba Expo	Willow Springs, NC	919-577-6366
SGMA's "The Super Show"	North Miami, FL	800-327-3736

## **Training Agencies**

ANDI International	Freeport, NY	800-229-2634
SDI / TDI	Topsham, ME	207-729-4201
SeaSigns, Inc.	Largo, FL	727-518-7152

## **Travel Businesses**

Dive Reservation Service	Fort Lauderdale, FL	954-351-9688
Florida Keys and Key West	Key West, FL	305-296-1552
Mile Hi Tours	Denver, CO	303-758-5533
Oasis Divers – Grand Turk	Turks & Caicos Islands	800-892-3995
Scuba Ventures	Williamsburg, VA	757-564-1387
St Barth Plongee	St Barthelemy, FWI	590-590-275444

*Corporate Sponsors*

**Undersea Designs, Inc.**

**League City, TX**

**281-554-8050**

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